

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LII.

NEW YORK, SEPTEMBER 20, 1905.

NO. 12.

"Over" 1,500,000 Proven

copies, each copy in a separate wrapper, each copy going into a HOME, each copy reaching a FAMILY, which means that your advertisement will be seen and read in "over" one million five hundred thousand HOMES by nearly eight million consumers each month. No other publication in the world can equal this record which is made each and every month by

THE WOMAN'S MAGAZINE OF ST. LOUIS.

The question of proven circulation is of the utmost importance to advertisers. All advertisements sent THE WOMAN'S MAGAZINE are accepted with the distinct and unequivocal guarantee that its circulation *exceeds 1,500,000* copies each issue, and that

"Every Copy Circulates"

Every subscriber to the WOMAN'S MAGAZINE is a reader of advertisements. We are confident of this because we obtained our circulation by direct advertising, using for this purpose many of the best mediums in the country. It follows that we can offer to the advertiser a selected list of the readers of many magazines and papers of general circulation.

THE WOMAN'S MAGAZINE, "Every Copy Circulates."

CHICAGO,
First Nat. Bank Bldg.

ST. LOUIS, MO.

NEW YORK,
Flat Iron Building.

Largest Circulation in the World and EVERY COPY CIRCULATES.



McCLURE'S—The Marketplace of the World.

Every Advertisement in McCLURE'S Introduces You to a Good Product.

ONCE there was a manufacturer whose invention was good but whose methods were crooked. He became associated with a man who had advertising instincts plus. Together they spent hours in getting up model advertisements. They never used testimonials, but always had on tap a string of reasons why their product excelled.

But they soon learned that it was hopeless business policy to put out an article which did not conform to their advertisements. Thus it came to pass that their invention became known as one which had a reason. The articles became known as being strictly as advertised. The firm became known as one which carried out its contracts to the letter. In other words, good advertising made good business methods.

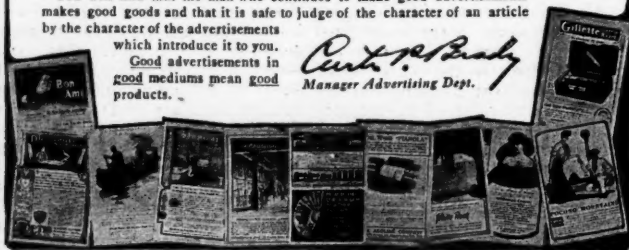
A man cannot continue to get up good advertising without producing a good article. He can't advertise that he uses quarter sawed oak, piano finish and French plate glass, then give his customer plain oak with an unrubbed finish and double strength American glass.

When qualities are claimed in an advertisement, it is necessary that they be in the product, else no repeat orders, and repeat orders are the profit of advertising.

You will find that the man who continues to make good advertisements makes good goods and that it is safe to judge of the character of an article by the character of the advertisements which introduce it to you.

Good advertisements in good mediums mean good products.

Carl P. Brady
Manager Advertising Dept.



From October McClure's.

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A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

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FORTY YEARS AN ADVERTISING AGENT.

By Mr. George. P. Rowell.

THIRTY-EIGHTH PAPER.

New conditions had arisen during the seven years when my absences from the office were so frequent and prolonged. Before that L. H. Crall and E. B. Mack were domiciled in New York as special agents for papers mainly in Chicago and Cincinnati. Now the woods were full of special agents, prominent among them being Mr. S. C. Beckwith and Mr. J. E. Van Doren. Now and then a so-called special was an actual representative of a single paper, notably in the case of the *Chicago News*, but usually the special agent represented several papers, from two to six, from five to twenty-five, and received a commission on the amount of business he sent. The special agent had some important advantages over the so-called general agent, such as our firm would be considered. The special was in direct daily communication with the few papers he represented. All advertisers within certain geographical limits were considered under his charge. Inquiries addressed direct to the office of the paper were sent to him, and the inquirer was referred to the special as the proper man to convey the information he desired. The special did not wait, however, for an application to be made to him, but presented himself, or sent a representative, to interview the inquirer at his own domicile. If he took an order that was never paid for he did not stand the loss. The general agent, on the other

hand, was supposed to guarantee payment on all orders he forwarded.

When the general agent talked with an advertiser who would spend \$5,000 or \$50,000, in a certain campaign, he spread it out pretty thin, made it cover as many good papers as he could, cut the price as close as he dared; because the better he could make the investment pay his principal the more likely he would be to receive continued orders—year after year. The special agent, on the other hand; when he learned that the appropriation was to be \$5,000 or \$50,000, set himself the task of seeing how near he could come to capturing the entire appropriation for his own little list, or single paper; and, as it is true that a liberal advertisement in almost any paper is more likely to prove profitable than a small one, the general outcome of the special agent's operations were not less satisfactory than those of the other; and it often came about, and does come about to-day, that a special agent, representing a dozen papers or thereabouts, gets more advertising for his little list than some general agent, well known and apparently prosperous, sends to all the papers that exist—for he pretends to represent them all. I know one man who received a salary of \$12,000 a year for representing a single paper, in New York City, and considered himself underpaid, and surrendered his job on that account. As a matter of fact, the amount of business he sent was such that the salary he received was by no means equivalent to what a general agent's commission would have been, had he forwarded the

same; and although the special representative guaranteed no account, yet so careful was he about extending credits, and so good about making collections, that the total losses incurred did not amount to so much as a half of one per cent.

A large share of the best service a general agent can render a client, consists of informing him about the papers that he ought to keep out of; but when he does this, he is constantly liable to the charge that his advice is given because the commission that paper will allow him is small. The special agent is much better situated about giving this sort of advice. Of course, he will not recommend that any of his own papers be omitted—that would not be expected even if he thought they ought—but he can safely make up for restrictions in this direction, by recommending the advertiser to keep out of practically all the papers that he does not represent. People who are expected to give disinterested advice, are not wisely chosen from among those who are too near to the subject. It is said that an artist is never a safe adviser for a buyer of paintings. Mr. Whitelaw Reid and Mr. William R. Hearst probably both know that the *Herald* is the best want ad medium in America, but would any one suppose, in case these gentlemen were approached for advice about where to place a want ad, they would refrain from mentioning the *Tribune* and the *Journal*? although it is perhaps probable that neither would mention the other's paper, if a second one were to be chosen.

The special agent gets closer to his customer than the general agent does; goes to see him oftener, knows his peculiarities better, and can humor them. He has no competition to fear, for if the order is to go to his paper at all it must go through him. He is headquarters. Advertisers have very little idea of what an advertisement is worth, and are always well satisfied when they are convinced—not that what they get is worth what they will pay for it,

but that they did not pay any more than the smallest sum that would have secured it. Many an advertiser has patted himself on the back, in congratulation for a specially low deal, forced with much talk; and the canvasser has retired chuckling with the consciousness that he would have been glad of the order at half the price he is to receive.

In the days of my connection with the *Boston Post*, I was sent to New York one day, on a matter that illustrates what has been said above. A firm of steamship agents, Spofford, Tileston & Co. was I think the name, had written asking the cost of inserting a certain advertisement. Now the *Post* was a commercial paper, and steamship advertisements were right in its line. That particular one was specially wanted; but the *Post* had another object in life, and that was to earn an income for its owners; and the *Post* had three scales of rates that might be applied to such an advertisement as the one in hand. By one rate the space of eight lines could be inserted for \$40 a year, by another, a charge of \$80 would be proper, and by the third it might be possible to charge \$156; and, in an emergency, the last rate might be shaded down to the second one, or pretty near it. The advertisement then before us, if ordered in at the \$40 rate, would have been satisfactory and necessitated no visit to New York. It occupied the space of twenty lines, and at the lowest rate would cost \$100; but any one who has been trained in the office of a daily newspaper, of long ago—perhaps no such condition exists now—knows what a pity it would be to take an order for \$100 for which the advertiser would just as cheerfully pay \$390 or even \$200; and it was my task to go to New York, with the letter in my hand, talk with the advertising manager, feel his pulse, and bring back the order at one price or another. He shied at the \$390 price. Talk of newspaper values ensued, and the value of newspaper space,

(Continued on page 6.)

THE HOME NEWSPAPER AND ITS IM- PORTANCE TO ADVER- TISERS.

¶ Almost nine out of ten experienced advertisers, making up a list of newspapers for a publicity campaign, aim to use the paper in each city recognized as the leading home favorite. ¶ There is a logical reason for this preference. ¶ Clean, home

newspapers, that go home and stay there, have the confidence of their readers at all times and naturally offer the first introduction for an advertised article.

¶ When planning your Fall advertising campaign bear in mind that in Washington, Montreal, Minneapolis, Indianapolis and Baltimore, the following superior home evening newspapers will put you in touch with the buying classes at a minimum expenditure.

¶ *Rates and other information upon application.*

The Washington Star.

The Montreal Star.

The Minneapolis Journal.

The Indianapolis News.

The Baltimore News.

Special Representatives:

DAN A. CARROLL,
Tribune Building,
NEW YORK.

W. Y. PERRY,
Tribune Building,
CHICAGO.

firmness of rates and what not and, finally, he gave me the order at one third discount from the \$300 rate, viz., at \$200 net.

This very satisfactory transaction had not occupied more than twenty minutes' time, and I could not return to Boston until evening. I had in my pocket-book a large advertisement of a proprietary article, denominated Constitution Water, emanating from a firm—in Liberty street, I think it was—named Morgan & Allen. To that place I proceeded. It was about noon. On asking for the advertising manager I was directed to Dr. Morgan who was found in the middle of the floor showing a green porter how to fasten in the head of a barrel, that had just been filled with a miscellaneous order for goods; and the admiration his skill invoked, from the porter, in connection with the tingling of the blood caused by his unwonted exercise, had put the good man in the best of humor. He was a kindly appearing man anyway—about fifty years of age. "We can't advertise in your paper," said he, "you charge too much." "The trouble is," was my reply, "not that we charge so much but that you are not willing to pay a fair price." He seemed to pay no particular attention to what I said, but handed over to the porter the hatchet he had been handling, and I continued—with the advertisement in my hand: "At our full rates that advertisement would cost \$800 for insertion for a year." "That's altogether too much," he said. "I don't know about that," I responded, "but if I should ask you half that sum, you would still say the same thing." "No, I wouldn't," said he. "Do you mean that if I will take it at \$400 you will pay \$400?" was my next inquiry, and to that he said, "Yes," and I said, "I'll take it just to meet your views for this once." If the conversation had begun in some other way I do not think I should have ventured to ask more than \$300 as a starter. When I reached the office I really thought they ought to tack a couple of dol-

lars to the \$16 a week salary I was then receiving, but they did not do it until some time after.

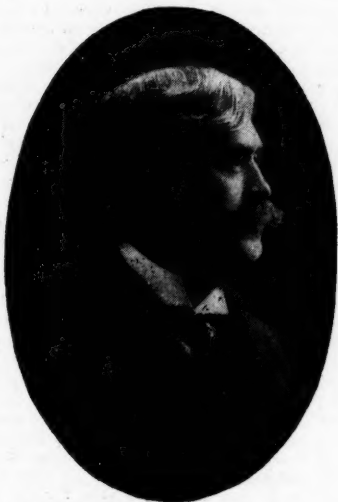
To feel the advertiser's pulse is very important to the man who would secure his patronage at paying rates. It is also often necessary for the general agent to feel the pulse of the newspaper man, to learn what sort of a price he will or will not stand. I was once placing an eight inch electrotype for a paint warehouse. We wanted to make the money go as far as we could and we sent the order to a Halifax daily to be inserted a year for \$40. It was accepted. A little later we had a four inch advertisement from Oliver Ditson & Co., the great music publishers of the time, to go to the same paper, and feeling that we had crowded the mourners a little on the preceding order, we decided to offer just as much for inserting the smaller advertisement as we had paid the month before for twice the space. We did this, but the order came promptly back and the price demanded was \$120. Correspondence ensued. The case of the paint ad was cited. "We know that very well," was the response, "we had the space to spare and took the order although the price was low, but this ad we receive regularly, year after year. We get \$120 for it. It is bad enough to have you step in and intercept it, and demand a commission of twenty-five per cent; without trying to induce us to take it at a gross price of precisely one-third of what we have been getting, net when it came to us direct from the advertiser." And we had to yield.

It is quite important that a special agent shall be on good terms with the publishers of the paper he represents. The more friendly and intimate their relations become the better for both, for they work together, and can exchange confidences. The special agent is the only one acting in his field. With the general agent the case is quite different. He is one of many, and whatever terms are extended to him; must, in good

(Continued on page 8.)

The Pierce Publications

The Greatest of the Agricultural Lists.



JAMES M. PIERCE,
Founder of the Pierce Publications.

The Pierce Publications have just passed the quarter of a million mark. The Iowa Homestead, Des Moines, Iowa, now has 75,000 circulation; The Homemaker, monthly (a home periodical), Des Moines, 100,000; The Farm Gazette, monthly, Des Moines (the most beautiful farm publication in the world), 35,000; The Farmer and Stockman, Kansas City, Mo., 35,000; and The Wisconsin Farmer, Madison, Wis., 10,000; a grand total for Mr. Pierce's five publications of 255,000. Space in this great Corn Belt Combination (five publications) is sold at the low rate of \$1 per line flat. Single publications at very reasonable rates.

Mr. JAMES M. PIERCE, the founder of this greatest of all groups of agricultural and rural home publications, has the most active and aggressive circulation department of any agricultural publisher in the country. During the present year, he has put in force the rule that no week shall be allowed to pass without a gain of at least 1,000 cash subscriptions for his five publications.

The rapid growth which this vigorous policy insures is made doubly significant by the high quality of the circulation gained. No farmer whose financial standing is not gilt-edged is solicited. The whole force of the organization is expended in getting the subscriptions of farmers who are "A1."

The Iowa Homestead, which recently celebrated its golden jubilee, has long been Mr. Pierce's pet and pride; but he is now developing all of his publications as rapidly as intelligent, progressive, modern methods, coupled with a liberal expenditure of money, can do.

faith, be offered to every other general agent in the field, and if the general agent becomes a warm personal friend of the publisher, that becomes a reason why he should not try to break his prices; while another general agent, who does not know this publisher, is under no such constraint, and may offer a half or a quarter of his rates without any compunction.

A special agent represents but few publishers; so few that when one of them comes to town, he can afford, if the publisher will allow it, to wine and dine him, and take him to the theater; and when he goes to the publisher's town, he practically lives with him, and they spend all their time reviewing the situation. Their interests are mutual. They are agreed that the thing to do is to get all the advertising that can be had, and at just as high a price as can be had. With the general agent all is different. He assumes to represent every periodical that is published. If he visits a town and calls on half the newspaper men, the other half, if they hear of it and esteem his patronage, feel neglected because he did not call on them also. On the other hand, if he travels a good deal, is active and successful, and gives publishers a chance to entertain him, they will put him under more obligations socially than he can ever repay. When he has visited a city of 20,000 people, and the manager of the prosperous newspaper—in which he is running two or three fairly good contracts—finds that the agent has leisure, he seizes the opportunity to prove to him the growing consequence of the town, and of his own paper; brings out a pair of horses; shows him the suburbs; takes him to the club, and later carries him home to tea with his wife and daughters; and at a cash outlay of perhaps no more than a dollar and a quarter has put the agent under an obligation that in New York it would cost \$25 or more to return. Furthermore the agent may never go to that town again,

but the resident publisher will go to New York this year, next year, and every year, world without end.

Some one, who has thought the subject over, has asserted that the general agent is a judge, the special agent an advocate whose business it is to sell space in his own paper and sell as much of it as he can, and that cases have been known where men who might have become good advertisers have been put practically out of business by following the special's advice. May be somebody else would have just as bad a story to tell about the effect of some advice given by a general agent.

Things tend to set themselves right in the long run. The first thing the special agent generally does, after his appointment, is to induce the publisher to issue a new rate card, putting up the prices to a point that will admit of giving the general agent the commission he expects, leave a satisfactory margin for the special, and eventually bring to the newspaper a somewhat larger net price than it received formerly, and it is the hope that the gross amount of business may be materially increased. The result, in the case of papers of first-class importance, has generally been satisfactory; but the specials have so increased in number, that it is doubtful if any of them are now able to do very much for papers that are not of the highest grade; although dozens of such are so represented. The special agents in New York City, are, as a class, a bright, busy set of men. Among the most conspicuous are the S. C. Beckwith Special Agency, Mr. Dan A. Carroll, Mr. Emanuel Katz, Mr. C. J. Billson, J. E. Van Doren & Co., Smith & Thompson, La Coste & Maxwell, Leith & Stuart, and L. H. Crall & Son.

The influence of these active special agents has been sufficient to cause it to be pretty generally understood, by this time, that there are good papers enough published to exhaust any advertising appropriation, no matter how large, and that there is no price

low enough to make it wise for a general advertiser to attempt to use the poor papers. The good papers naturally tend to a uniform rate of charge, and adhere to their schedules with so much firmness that the variation from rates that in old times made it fatal for a general agent ever to consult a rate card has practically passed away. The old conditions still exist with the small papers, but the advertisers who place business through reputable general agents no longer use the small papers to any extent, except such as would exert a valued influence in some specified localities, and in such cases even the managers of the small papers have learned that they, in the long run, get more actual money in a year, when they hold to the rate card, than they do when they allow their prices to be split into fractions.

PENNSYLVANIA WOMAN'S ODD ADVERTISEMENT.

Possibly the oddest advertisement in a rural settlement in this State is a meat market finger-board sign surmounting a fountain and circular flowerbed in Lincoln, the little Lancaster County village which was formerly known as New Ephrata.

The sign in question was devised by an ambitious wife, who endeavors to secure trade for her husband by a unique design in the little front doorway of their home. A pool of water, on the order of a fountain, almost fills the little yard. This is surrounded by a cement coping, and the pool is well filled with delicate water plants and gold fish. Directly from the center of this pool a stout iron pipe or rod has been fixed to hold swinging circular shelves for potted plants, at a height to show well above the iron fence which encloses the yard, and at the top of the rod is the crowning attraction, a circular sign which advertises her husband's business; with a hand pointing suggestively to his meat market, situated down the street, a few doors below her home.—*From the Philadelphia Record.*

STRENUOUS LIFE.

"Say," roared the irate citizen as he rushed into the office of the village weekly, "where's the editor?"

"Want to see him personally?" queried the office boy.

"You bet I do," answered the i. c. "I'm going to thrash him within an inch of his life. See?"

"Oh, all right," answered the boy. "Just have a seat, please. There are three others ahead of you.—*Chicago News.*

DAY BY DAY

Year In and Year Out

Every day of the year a statement of the circulation of THE CHICAGO RECORD-HERALD for each day of the previous month is printed on the editorial page.

No other Chicago morning paper prints this constant record.

CIRCULATION FROM JANUARY 1
TO JUNE 30, 1905

Average per day, 148,529

Average Sunday, 202,738

—
**THE CHICAGO
RECORD-HERALD**

The Des Moines Capital

has published more advertising, local and foreign, during the first seven months of this year, in six issues a week, than any competitor in seven issues a week.

This is a remarkable showing and the CAPITAL is a remarkable newspaper.

An advertising manager, now in Des Moines, formerly of Kansas City, says that the CAPITAL gives better returns than the Kansas City *Star*.

No general advertiser should enter Des Moines without using the CAPITAL. The CAPITAL covers the field alone. The two largest stores in the city use it almost exclusively.

LAFAYETTE YOUNG, - - Publisher.

EASTERN OFFICES:

166 World Building, 87 Washington St.,
New York, N.Y. Chicago, Ill.

SIMPLE PLAN FOR CALCULATING DIMENSIONS OF PHOTO ENGRAVINGS.

Every advertiser has occasion to order photo engravings, but not everyone knows that the exact dimensions of the cut may be easily calculated in advance. Lacking this knowledge vexatious delays in the preparation of booklets or advertisements often result because the matter cannot be put

guided by the paper pattern, has left for it.

This method applies to drawings of irregular shapes or where the dimensions are such that the reduction cannot be readily calculated mentally. If the original drawing is twelve inches square and the photo engraving ordered is to be two inches in width no figuring is necessary to know that the cut will be two inches high. If the original drawing is twelve inches high and four inches wide

Stomach C in Eve

It is not how much we digest that makes us

toes, are Millions properly foods. Wheth digestion or bowal

sufferer needs is food, not medicine—the right

into type until the cut is received from the photo engraver. If the size of the cut is calculated in advance and a paper pattern of it pasted down on the dummy, copy can be sent to the printer at the same time that the sketch goes to the photo-engraver; and if the method here described is followed it will be found, that when the cut is delivered, it will correspond exactly to the space that the printer,

and the cut is to be six inches high—one half the height of the original—we know that the width will also be one half the width of the original, or two inches. These are simple cases. Let us take for an example, however, the illustration reproduced above. It measures $3\frac{3}{4}$ inches in height by 3-8 inches in width. Suppose we wish to make a cut of this that will fit a space $1\frac{1}{2}$ inches wide—

what will the exact height of such a cut be? How much space will there be in the upper right hand corner in which type may be set?

To arrive at an answer to these questions first rule light pencil lines (1-2-3-4) around the illustration to be reproduced. Next in the lower left-hand corner (3) place a small square of blank paper, adjusting it so that its edges just touch lines 1-3 and 3-4. Now rule a diagonal line from 3 to 2. Next, on line 3-4 point off from 3 the width that the cut ordered is to be—in this case $1\frac{1}{2}$ inches. One and a half inches from 3 brings us to the point marked C. From this point carry a line straight upwards (C-B) until it intersects the diagonal line previously drawn. *The length of this line (C-B) will be just the height of the cut ordered.* Rule line B-A and the square A-B-C-D will serve as a pattern for the cut. In other words if the illustration shown below which measures $3\frac{3}{4}$ inches in width is reduced to $1\frac{1}{2}$ inches in width the wooden block on which it is mounted will just cover the space enclosed in lines A-B-C-D.

If it is desired to estimate the space available for type in the upper right-hand corner this also may be done. Run a horizontal line from the diagonal line 3-2 to the vertical line 2-4, letting it just touch the Shredded Wheat Biscuit in the outstretched hand. Now run a second diagonal from 3 to 7. The point (G) where this second diagonal (3-7) crosses line B-C corresponds to the point marked 7 on the original illustration, hence line F-G will correspond to line 6-7. In the same manner line 5-6 corresponds to line E-F; hence the approximate square 5-2-6-7 has its counterpart in the smaller square E-B-G-F. If with a pair of scissors you now cut out the L-shaped figure bounded by lines A-E-F-G-C-D-A you will have an exact pattern of the cut ordered, the only known dimension of which was that the width was to be $1\frac{1}{2}$ inches.

A \$10,000

ENDORSEMENT OF

Everybody's Magazine

BY A

\$10,000,000 CORPORATION.

Nine thousand, nine hundred dollars is the exact figure; sixteen pages in three months, the order; The Aeolian Company, the advertiser.

The Aeolian list for the Winter of 1905 includes practically all the high-grade magazines.

But Everybody's portion of the appropriation exceeds that of the *two* magazines next in favor.

"The Aeolian Company is distinctly an *advertising* success, its growth dating from the time that it began to use newspaper and magazine space extensively. It ranks first among magazine advertisers to-day in amount of space used."

—*Printers' Ink, this issue.*

Query: Do YOU believe that Everybody's Magazine offers the advertiser the widest general publicity and the biggest mail order returns in the general magazine field?

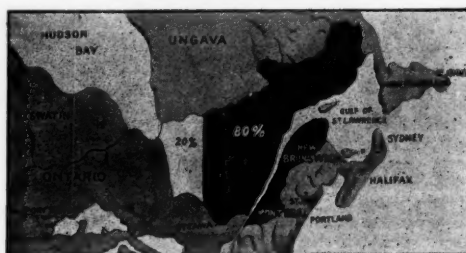
Ridgway-Thayer Company,
Union Square, New York.

Expanding Your Business

CALLS UPON

Expanding Your Advertising

Turn
your
eyes
one
moment
on
this
Map
and
THINK!!



POPULATION.	FRENCH SPEAKING.	AREA (ACRES) COVERED.
1,648,898	80%	2,289,000

PERHAPS

KINDLY

Of the large and easily reached market the *Province of Quebec* offers to *United States* advertisers; and remember you can only cover this ground thoroughly by advertising in "*LA PRESSE*," which reaches every member of the *French Canadian Community*, the *finest agglomeration* of industrious and thriving people you have ever known of. They spend liberally to get the numerous comforts and improvements of modern life. The similar conditions of life between the two countries are a strong factor in favor of the large variety of goods exported by the *United States*. Don't these facts deserve your consideration? Give them a judicious thought. *Don't Delay*. Write at once for rates and interesting information to

LA PRESSE,

MONTREAL, - - - CANADA.

DAILY.	SATURDAY.	WEEKLY.
95,825	113,892	45,000

Guaranteed by the Bureau of Circulation Examinations of Chicago.

A CAMPAIGN IN THE CORN BELT.

Henry Fields, a seedsman at Shenandoah, Iowa, reports to *White's Class Advertising*, Chicago, the results of a season's advertising campaign of seed corn, potatoes and garden seeds in farm papers covering the corn

worth of goods. All ads were keyed and eighty per cent of inquiries could be traced. Catalogues, letters, etc., sent to inquirers resulted in sales to twenty-nine per cent of them, the average sale being \$4.06. Inquiries cost 14.02 cents each, and follow-up ten cents per inquiry. New business was secured at a cost of

SOURCE OF INQUIRY.	Amount Cost Advertising.	Number of Inquiries.	Cost Each Inquiry.	Number of Orders.	Per Cent of Orders.	Amount of Orders.	Average Orders.	Gross Cost Each Order.	Per Cent Adv. Cost of Order.
1. Kansas Farmer.....	\$ 18.90	110	17.2	36	32.7	\$198.90	\$3.51	\$.83	15.1
2. Breeders' Gazette.....	149.94	698	21.5	229	32.8	1,367.64	5.95	.96	16.1
3. Western Fruit Grower.....	29.56	743	10.7	269	36.2	930.52	3.46	.57	16.5
4. Tw'n'th Century Farmer.....	72.88	630	18.7	154	24.4	735.11	4.84	.80	16.7
Unkeyed Inquiries.....	2,905	985	32.8	3,373.54	4.06	.74	18.1
5. Iowa Homestead.....	88.86	475	17.5	175	36.8	719.78	4.11	.75	18.2
6. Wallace's Farmer.....	90.67	373	24.3	119	31.9	650.82	5.16	1.07	19.7
7. Ruralist.....	9.95	63	15.8	20	31.7	72.26	3.61	.81	22.2
8. Live Stock Report.....	19.04	93	30.3	19	20.2	111.88	5.86	1.33	22.8
9. Chicago Drovers' Jnl.....	18.86	63	29.4	28	41.8	104.42	4.02	.96	23.8
10. Successful Farming.....	71.40	1,365	5.2	307	23.2	858.83	2.80	.67	24.2
11. Iowa State Register.....	24.75	191	12.9	51	26.7	179.21	3.51	.86	24.4
Av. of Keyed Inquiries.....	18.3	27.8	4.06	1.02	26.0
12. Farmer and Stockman.....	44.25	298	17.2	92	34.3	290.85	3.16	.79	25.1
13. Chicago Markets.....	21.84	58	37.6	22	37.9	101.25	4.60	1.25	27.2
14. Live Stock World.....	24.75	178	13.9	40	22.5	155.45	3.89	1.06	27.3
15. Nat. Stock. & Farmer.....	52.92	325	16.3	85	26.1	301.04	3.54	1.01	28.3
16. Orange Judd Farmer.....	63.70	338	18.8	88	26.0	338.84	3.85	1.11	28.8
17. Nat'l Fruit Grower.....	4.48	9	49.4	4	44.4	17.55	4.39	1.85	30.7
18. So. Omaha Drovers' J'l.....	12.37	57	33.4	9	24.5	49.38	5.49	1.78	32.2
19. Reliable Poultry Jouri.....	41.16	285	14.4	72	25.3	208.34	2.89	.97	33.4
20. American Swineherd.....	40.20	184	21.8	45	24.4	166.07	3.69	1.30	35.2
21. Prairie Farmer.....	68.04	285	23.9	65	22.8	267.20	4.11	1.48	36.1
22. Des Moines Daily News.....	18.90	19	105.0	10	52.5	56.80	5.68	2.07	36.3
23. Hoard's Dairyman.....	34.77	146	23.8	33	22.6	132.70	4.02	1.49	37.4
24. Green's Fruit Grower.....	12.37	57	33.4	9	24.5	280.97	2.47	.86	37.9
25. The Homemaker.....	47.80	224	21.2	52	23.2	173.23	3.43	1.36	39.4
26. Nebraska Farmer.....	46.41	116	40.0	28	24.1	136.85	4.87	2.01	41.3
27. Rural New Yorker.....	132.50	673	19.7	166	24.7	460.76	2.77	1.20	43.3
28. American Farmer.....	71.40	564	12.7	105	18.6	278.97	2.66	1.22	43.9
29. Am. Poultry Journal.....	41.65	263	15.8	57	21.7	144.30	2.53	1.19	47.1
30. Mail and Breed.....	26.40	195	13.6	38	19.5	90.93	2.13	1.21	56.5
31. The Commoner.....	83.30	300	27.7	64	21.3	185.66	2.90	1.77	61.0
32. Iowa Capital.....	16.66	39	42.6	11	28.2	33.81	3.03	1.86	61.3
Country Papers.....	200.00	295	64.4	93	31.5	371.63	3.98	2.47	61.7
33. Glean'gs in Bee Cult're.....	15.12	165	9.2	34	20.6	50.78	1.49	.93	62.0
34. Farmers' Tribune.....	23.80	159	15.0	23	13.8	59.40	2.71	1.80	66.4
35. Am. Bee Journal.....	37.85	85	42.9	12	18.5	95.73	3.06	2.86	96.1
36. Farm, Field & Fireside.....	27.80	28	92.1	8	28.5	10.68	1.33	3.80	230.0
Lists of Names Sent in.....	3,710	328	8.8	959.61	2.93	1.24	44.4
Total Exc. Lists.....	\$1,828.15	12,915	3,741	\$15,221.67
Add direct orders without Inquiries.....	1,438	4,838.30
Av. of keyed inquiries.....	18.3	37.8	4.06	1.02	25.0
Av. of unkeyed inquiries.....	32.8	4.06	.74	18.1
Average of all inquiries.....	14.2	29.0	4.06	.83	20.5
(The above refers to new trade only and does not include old trade.)									
Average of old customers.....27	8.6
Average of old inquiries.....75	31.2

Note that in making up the cost per order, and the rank of the paper, each paper is charged with the cost of answering and following up the inquiries, amounting to 10c. each inquiry, in addition to the amount paid for advertising.

belt—the States west of Chicago and north of Oklahoma where corn is the big crop. His expenditure was about \$1,800. The advertising was prepared and placed by the White's Class Advertising Company, Chicago and New York. He secured about 13,000 inquiries and sold over \$19,200

twenty per cent of the sales. From accurate records kept by Mr. Fields he has compiled the accompanying table, ranking papers not by cost of inquiries or amount of sales, but by net amount of sales to cost of advertising and follow-up. This table shows a high percentage of pulling power

in a large list of local farm papers. Mr. Fields says that the quality of inquiries from farm papers is a much more important matter than their mere cost. He thought formerly that a paper should be rated according to the low rate at which it turned in inquiries, but several years' experience has proved that the cost of the inquiry bears absolutely no relation to sales and the value of the paper. In his table, for example, the medium that stands first in low cost per inquiry is tenth in actual value, while the paper that is second on inquiries is twenty-fifth in value, and the third is thirty-third in net sales. His remarks on the campaign and the mediums are highly interesting:

"The matter of territory and crop conditions makes a big difference in relative results. This year Illinois was poor territory for seed corn men, as the farmers had well ripened crops of corn and were not in need of seed, and our business in Illinois as a result fell off heavily. Papers like the *Prairie Farmer* with heavy Illinois circulation suffered in rank accordingly. On the other hand Kansas and Missouri had to have seed corn, and our business there was trebled. Papers like the *Kansas Farmer* and the *Ruralist*, which were strong in that territory, got the benefit of it.

"From the nature of my business, a circulation inside the "corn belt" does me the most good, and the papers whose circulation is strongly eastern and southeastern suffered accordingly in rank. Many of the papers in the lower part of the list are known to be absolutely good, and they turned in plenty of a good class of inquiries, but their people could not be induced to buy western seed. The *Rural New Yorker* and *Green's Fruit Grower* are good examples. Both good papers, but low on my list on account of their territory.

"The value of a high-class circulation is brought out in the case of the *Breeder's Gazette*. It charges \$2.00 per year, cash in

advance, and goes to a class of farmers who are big men with money to spend. The result is that much more than the average per cent are buyers, and their orders are of the largest average size shown in the list. Those inquiries at a high relative cost were really better value than most of the others. The same is true of all the live stock papers. They do not show a very low cost per inquiry, but they are good buyers. This is shown clearly in the *Live Stock Reports* and the *Chicago Drovers' Journal*.

"A combination of live stock and general farming in a high class paper with a good stiff subscription price is well shown by *Wallace's Farmer*, *Iowa Homestead*, and *Twentieth Century Farmer*. All show a high per-

EDGE-DROP

SEED CORN

"Edge drop" planters are no good unless the seed is of even size and perfect shape. I breed corn with perfect and uniform kernels and I grade all my shelled seed with a specially constructed mill that throws out every uneven, round or thick kernel better than you could possibly do it by hand. Every kernel must be just like every other—even, flat, just right. That means even, accurate planting and a perfect stand. No trouble, no delay. All my shelled seed is screened this way, a feature no other seed man can offer. Samples and catalog free.

Henry Field, Seedman, Inc., Shennelsboro, Pa.

"The ear and corn show."

ONE OF THE ADS.

centage of buyers and big orders. The prosperity of Kansas farmers, and the value of the *Kansas Farmer* for reaching them, can be easily seen in the place of the *Kansas Farmer* at the head of the list, and the large average size of the orders.

"*Successful Farming* turned in more inquiries for the money than any other paper in the list. They were of a good class, but were so scattered geographically, owing to the general circulation of that paper, that a great many of them were not buyers, and the rank of the paper suffered accordingly, but it is still above the average, and a good rank.

"The *Iowa State Register* shows by its place in the "honor

list" that it is rapidly coming to the front as a farm paper. The high standing taken by the *Western Fruit Grower* shows that the fruit men are a good class of farmers, enterprising and good buyers. While their orders are not quite so large as those of the live stock men, there are more of them, and cost per order in this publication was the lowest of the whole list.

"A place below the average line does not necessarily mean a poor medium. You will find a number of papers there that are known to be good ones. Their territory may be against them for my business. They may have too much town circulation, it may be too badly scattered, or any one of several other reasons may be shown. On the other hand, a close student of advertising can read between the lines that several of the papers are low through natural weakness. Either they have not the circulation to correspond with their rate, as is apparent in some cases, or it is a poor class of circulation. Some papers naturally attract the wrong class of farmers, a class of cheap skates whose inquiries are worse than worthless, and by charging the papers with the cost of answering the inquiries we can rank them where they belong.

"I would insist that we should go more on the class of circulation than on the volume of it. We should not ask, How many readers have you? but rather, What kind of people are they? Are they good substantial farmers, land owners, men who will pay a good price for a good article, or are they the other kind?"

A NATION'S HOPE.

Who are the men of the morrow?

Seek ye the boys to-day.

Follow the plow and harrow;

Look where they rake the hay.

Walk with the cows from the pasture;

Search 'mid the tasseled corn;

Try where you hear the thresher

Humming in early morn.

Who are the men of the morrow?

Look at yon sturdy arm!

A nation's hope for the future

Lives in the boy on the farm.

—American Agriculturist.

A Dialogue.



Have you noticed the high class of newspapers that print their announcements in PRINTERS' INK?

No one that looks at the paper can fail to observe that they are exceptional.

They all seem to tell a story that is worth telling.

The newspapers are pretty well aware that any story they have to tell that is worth telling is worth telling in PRINTERS' INK.

The advertisements seem to be always new and fresh. That is because they are charged for at a flat rate. As it costs just as much to repeat an old ad as it does to put in a new one the advertiser naturally prepares a new one every time.

Is there no yearly, quarterly or monthly rate?

No. Two lines inserted once cost forty cents; two lines inserted fifty-two times cost \$20.80. A page costs \$40 for one insertion and \$2,080 for a year. No one goes in for a year unless he intends keeping his attention on his advertising, and thinks he can tell fifty-two separate stories in a year, every one of which shall be worth reading to the reader and beneficial to the advertiser to have read.

RELATION OF EVENING AND MORNING NEWSPAPERS WITH PARTICULAR REFERENCE TO ADVERTISING, CIRCULATION AND INFLUENCE.

That the evening newspapers of New York are rapidly eating into the morning newspaper field is an obvious fact. The most pushing of the vespertine newspapers are, moreover, those whose competition is directly applied to the morning newspapers, which are under the same proprietary control. That is to say, the *Evening Sun*, *World*, *Journal* and *Telegram* are not only occupying in some respects the circulation field hitherto held by the morning editions, but are also pushing them with relation to advertising. The other evening papers are equally aggressive, but as they do not compete with morning editions under the same ownership, their position is not so peculiar.

This relation of the evening papers is almost confined to New York City, but it presents in a strong light the academic question of rivalry between the morning and evening newspapers and will be carefully regarded by the editors and publishers who gather here on the 20th instant.

Boston is indeed the only other city besides New York in which both morning and evening editions of the same paper are issued. Chicago for a time had at least four papers published under such auspices. The *Morning and Evening News*, the *Morning Times-Record* and the *Evening Post*. Cleveland, Detroit and Washington each furnishes an instance. These double-barreled papers now only exist in Boston and New York, with perhaps a few exceptional cases in other cities, as Kansas City where the *Morning Star* and *Evening Journal* issue from the same office, and some minor towns in which the alliances are more or less close. But there now exists a definite struggle between the evening and morning newspapers of nearly every city, and the rivalry is one

of great interest to advertisers and public alike.

The situation in New York can be summed up very briefly. The morning newspapers have and continue to hold the advantage by reason of their Associated Press control and the longer hours of the night in which to gather and sift their news. But this latter feature is losing its value. The enterprise of the evening papers is now specially exerted with reference to gathering the news of the day and circulating it at the nearest possible moment to its happening. It falls out therefore that what occurs in the course of the day is cleaned up by the evening newspapers, and while the morning papers may tell the stories better, they have nothing additional of real news to put in them. This favorable situation for the evening papers is further promoted by the extension of their hours of work and of publication. In the offices of the *World* and *Journal* a staff of evening editors come on duty at one a. m. and prepare the early evening editions of their papers which issue at eight o'clock a. m. This staff is relieved by a second corps at nine a. m. and again at five p. m. while the reporterly corps of service from one a. m. till eleven p. m. is relayed as the exigencies of publication demand. The second editorial relief is the important one. The first one, commonly called the caskarets, because they work while you sleep, use up the left-over of the morning editions, carry on its incompleated stories and write the preliminary part of the stated news of the day. The editorial, the fashion, the woman's page, standing advertisement pages and so on, are prepared under the direction of the second relay for the day following, subject to such changes as the news or editorial comment may require. These early editions of the evening papers also contain all the important news of their morning issues—and their sale cuts into that of the morning paper very perceptibly. The newsstands all have

them at the opening of business and it is altogether more satisfactory for a reader to buy one of them than to buy a morning paper whose latest news dates back to two a. m. or, at the nearest three o'clock.

From the purely news aspect this condition is not important; nor if circulation *per se* were concerned would it be a serious matter. It couldn't make much difference to Mr. Pulitzer or Mr. Hearst which paper was bought in the city, as both of them are sold for a penny. But as the evening paper cuts into the circulation of the morning paper it reduces its legitimate claims upon the advertisers and weakens its standing. This is a matter that concerns the advertisers and there is every reason to suppose they have considered it.

The later editions of the evening press attempt with fair success to clean up the whole news of the day. For this purpose they issue, in addition to special editions, Wall Street and sporting editions, which bear date as late as eleven o'clock at night, and are, in fact, printed at that hour. The *Telegram* aims to be on the street at the moment the theaters are dismissed, and at this hour it has a considerable sale and brings its news down to nearly that time. The *Journal*, *World* and *Sun* do not especially aim to reach the dismissed theater audiences, but they are actively concerned in circulating their papers. The last editions are chiefly addressed to the lovers of sport, the baseball fans, and the racing men. Insofar as these events are local there is no need for these late issues. But when the game is played in St. Louis, or the last race run in Chicago, and is finished with the difference of time against it, the demand for later editions is apparent.

The other evening papers of the city, and especially the *Globe*, keep pace with those named, but particularly with regard to their later editions. They have not the residuum already in type from morning papers to float an early

one, but they get out long before noon as a rule.

These observations apply chiefly to New York, and in some measure to Boston, where the *Globe* and *Herald* issue both matin and vespertine editions. They do not affect directly the matter of rivalry, in business and circulation between the morning and afternoon papers of the country at large, but they lead up to it pretty nearly. As a matter of fact the evening papers of New York, with perhaps two exceptions, are by no means on a level of merit with the morning papers. They address, if not a more careless body of readers, a body of readers in a more careless and thoughtless mood. About half the evening newspapers sold in the city are bought by persons who take more than one. The number of men who buy each edition of their favorite paper is very large. They may only want to glance at a stock quotation, to note the changing odds on a horse, or to see if a ship is reported, and having sought that information they cast it aside. The reader of the morning paper more ordinarily receives it at his home, and having scanned it leaves it to be read by other members of his family. So the New York evening editor who says that he has no excuse for making a newspaper over the heads of his audience is perhaps not far wrong. But what is true of New York is not true of Brooklyn. There an evening paper, the *Eagle*, is pre-eminent in all regards; in merit, circulation and advertising patronage.

It would appear that taking the rivalry as a whole the unassociated evening newspaper gave the pace in the beginning, and, as far as New York is concerned, the allied evening newspapers took up the running. For their common interest it is not wise to make the evening issue better in class than its morning edition, but in other respects it may properly excel it if it can.

In other large cities the successful evening newspaper makes its claim definitely upon merit. The Boston *Transcript*, the Phil-

adelphia *Bulletin*, the Baltimore *News*, the Washington *Star*, the Chicago *News*, the Detroit *News*, the San Francisco *Bulletin*, the Pittsburg *Chronicle-Telegraph*, and the *Leader*, and generally papers of that class boldly challenge the supremacy of the morning papers. The result of this rivalry is to intensify the strenuous conditions of newspaper work. As recently as ten years ago the staff of an evening newspaper came to work at eight o'clock in the morning. Their arduous work was practically done at half past two and the remainder of the day was given to leisurely preparing the inside pages of the morrow's issue. Now the hours are more than doubled and the editorial and mechanical force are on the jump all the time. They did not then have an edition that reported the proceedings of the courts up till the hour of closing—the stated affairs, like proceedings in bankruptcy, registration of title—the last call of the stock board and the exchanges were left incomplete, and the morning paper took up the tale. The business staff has also been increased and at great expense. Its hours could not be lengthened but its numbers could be added to. There are evening papers that maintain a high-salaried staff of a hundred solicitors. It is true that to them is applied the Missourian's request to "show me" and unless they do they may not stay. The universal price of evening newspapers, with a few notable exceptions, is one cent, and their average size is of a nature to preclude profit on circulation. They must seek and find their account in advertising. In the larger cities there is such a various source of advertising, so many claims to be considered, such a vast public to reach, that there is in fact some room for nearly all, but there is also a large body of advertisers who hesitate between using the morning and evening papers. And this is more frequently the case in small cities and towns. It is a matter that will be decided gen-

erally by local conditions, but it is an actual rivalry and advertisers and public will watch its progress with interest.

There is another feature to be regarded, peculiar, so far as we are aware, to New York journalism. The morning papers sold at a cent in the metropolitan district sell for two cents in the suburbs and in the country generally. The evening papers sell at a penny wherever offered. The early editions of the evening papers were originally issued to enlist the interest of the shopping trade from the vicinity of the city; that large body of buyers which invades the town on trains arriving after ten o'clock in the morning. It was represented to the advertisers, and particularly to the department stores, that here was a large force of purchasers to which the issue of the morning papers had lost freshness. That a paper sold to them on account of news would be valuable to carry also the important information of bargain counters. It is a fact that for this reason the early editions printed stories which did not have a scintilla of truth in them. Nevertheless the plan worked admirably and a share of department store advertisement is now carried in the early editions of the evening papers.

If the papers that sell for a cent in the city and for two cents outside of it were important or inconsiderable in number the situation would not be so portentous. But there are three morning papers of assured circulation that are concerned—the *World*, the *Times* and the *American*. The *Herald* and *Sun* have their secured clientele and are not much affected.

R. E. RAYMOND.

Four fine colored plates ornament a folder from Washer Bros., Port Worth, Texas, and its inner pages are given up to tastefully arranged displays of men's furnishings, boys' suits, etc. A fine piece of literature in its field.

A NOVEL mailing card from the Mayer & Englund Co., Philadelphia, acts as a reminder to trolley managers on behalf of a device called the protected rail bond. In connection with trade journal or other advertising it ought to pull.

When the Publisher Will Not Tell.

The method adopted by Rowell's American Newspaper Directory is more valuable than any other that has ever been discovered or invented for rating the circulations of those papers whose publishers will only tell in vague and general terms.

Mr. Joseph Auld, editor of the Burlington, Vt., *Daily News*, in commenting on this subject recently, said:

I had occasion within twenty-four hours to look up the circulation of a weekly. I found it rated in one book at 2,229. This was a case where a statement had once been made, but the figures were now deceptive. I turned to Rowell's Directory and found that such a statement was made in 1899, but none since. Rowell's book gave the facts and rated the paper "y1," which the key interprets to mean: No recent report having been received, the conclusion is that the old rating is too high—but the paper, doubtless, prints more than 1,000 copies.

It was a moment's work to find out what that rating meant, and that information made the Rowell rating of value, while the lack of complete information made the other positively deceptive.

Rowell's American Newspaper Directory for 1905 is now ready. The price is \$10. It is delivered, carriage paid, to any address on receipt of price. The other so-called Newspaper Directories are generally given away. The comparative value of this and these is as \$10 to \$00.

Last year numerous orders for Rowell's American Newspaper Directory remained unfilled because the edition was sold out before the order came to hand.

Remit price, \$10, to

Printers' Ink Publishing Co., Publishers

No. 10 SPRUCE ST., NEW YORK.

know that because I shopped around thoroughly before coming here."

"There's a class of people," says another ad, "who think it more honorable to make personal sacrifices, and do without needful things, rather than get what they wish and pay for the goods at their convenience. This view wasn't held by the mother of the present Pope, Pius X. When Sarto was to be baptized his mother 'ran into debt' to get him a dress at a cost of three lire (sixty cents). His father only made about ten cents a day, therefore it was a long time before the dress was paid for. And for this sacrifice the Pope, even to-day, is loud in his praises of his mother and father. If you are

between ours and the average credit house. Our idea is to sell standard goods at the same price, or lower, than you'll be asked in any cash store. We've held this idea for 20 years and have been hammering it into the people of Philadelphia, until we can confidently say it is understood. Schemes may win a big transient trade, but our 'idea' has won us the biggest family trade of any credit store in Philadelphia. Our idea is to make permanent customers, and it has won out."

This store sells not only the moderate-priced furniture usually associated with the credit furnishing trade, but also carries stock of the best grades, running into mahogany and fine brass. A similar range of clothing is carried for men, women and children—"Furnishes the home, cellar to roof; clothes the family, head to foot" is a catch phrase. Its advertising runs in Philadelphia dailies several times a week, being centered on Mondays and Fridays, usually, which are important days because of their proximity to the man with the pay envelope. The ads reproduced with this article were clipped from the Philadelphia Bulletin.

Different Kind of Credit Store

We merely have to mention one or two articles we sell to prove that ours is really a Different Kind of Credit Store. For instance, sideboards. Other credit houses, no account of the lack of demand from their clientele, carry nothing of very high grade sideboards. We carry a complete line—no matter in fact, that we build to suit a credit reduction sale. We are offering regular \$112 values for \$79, regular \$110 values for \$80 and regular \$105 values for \$75, and so on down to \$5.

To match these attractively we have complete dining room including tables, chairs, serving tables, china and crystal chandeliers, etc. If you have waited for the regular August reduction sales, be sure to visit our store. Our prices are no higher than department and cash stores, even through our terms are

Dollar a Week
HARRY C. KAHN
Furnishes the home, cellar to roof
Clothes the family, head to toe
32 N. Eleventh St.

Different Kind of Credit Store

You'll be surprised to know how many different kinds of tables there are. Starting with ordinary kitchen tables which is one form, our stock comprises at least a hundred different sorts up to handsomely carved library tables at seventy-five dollars.

Our stock is especially strong for dining-room tables. Oak, of course, is the most popular wood, since it readily matches the mahogany or cherry of the dining room. We have solid oak dining-room tables for as little as \$12.50. A round table, commonly called the bride and groom set, sells at \$15.00, and the larger size for a family of a dozen or more at \$25.00.

This week's special is a round solid oak table, highly polished, finished, and ready to use. Regular price \$18.55. Special price \$12.50.

Dollar a Week
HARRY C. KAHN
Furnishes the home, cellar to roof
Clothes the family, head to toe
32 N. Eleventh St.

one of those who would rather make personal sacrifices than to buy on credit, let us explain our different kind of credit system to you."

The policy of this clean credit store is set forth as follows:

"There are credit stores aplenty in Philadelphia, but only one Different Kind of Credit Store—only one that has thoroughly eliminated the old-fashioned methods of buying on credit. We recommend none but thoroughly reliable home furnishings, clothing, etc., and gladly exchange all purchases that are not satisfactory. This is a credit store with an idea. The difference between a scheme and an idea is one of the real differences

A NOVELTY in clothing advertising is a collection of four-page folders, each containing a fashion drawing and description of some style of garment, with average prices, distributed through the stores and mail order department of Browning, King & Co. Combined, these folders make up a complete catalogue of the fall and winter lines, while in their separate form any one, two or more can be put into the hands of an inquirer without including a lot of unimportant matter. Five folders deal with various styles of overcoats and raincoats, two with business suits, one with cutaway and Prince Albert coats, two with evening dress, one with clerical dress, one with children's clothes and one with hats and haberdashery. Average prices are given.

Lincoln Freie Presse

GERMAN WEEKLY,
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 149,281.

A Roll of Honor

(THIRD YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1905 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1905 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line (two lines are the smallest advertisement taken) under a YEARLY contract, \$20.00 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.



Publications which have sought and obtained the Guarantee Star have the privilege of using the star emblem in their advertisements in the Roll of Honor at the regular rates of twenty cents a line. The extent and full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it.

ALABAMA.

Athens, Limestone Democrat, weekly. R. H. Walker, pub. *Actual aver. first 5 mos. 1905, 1,082.*

Birmingham, Ledger, *dy. Average for 1904, 26,176. Best advertising medium in Alabama.*

ARIZONA.

Phoenix, Republican, *Daily average for 1904, 6,829. Chas. T. Logan Special Agent, N. Y.*

ARKANSAS.

Fort Smith, Times, *daily. Actual average for 1904, 8,876. Actual average for October, November and December, 1904, 8,646.*

CALIFORNIA.

Fresno, Evening Democrat, *Average April, 5,195. Williams & Lawrence, N. Y. & Chicago.*

Mountain View, Signs of the Times, *Actual weekly average for 1904, 27,108.*

Oakland, Herald, *daily. Average for 1904, 7,588. Nov 8, 500. E. Katz, Spec. Agent, N. Y.*

San Francisco, Call, *dy and 8'y. J. D. Spreckels. Actual daily average for year ending June, 1905, 93,451; Sunday, 88,558.*

San Jose, Morning Mercury and Evening Herald, *Average 1904, 10,575.*

San Jose, Town and Country Journal, mo. W. G. Bohannon Co., *Average 1904, 9,125. May, June and July, 1905, 20,000.*

COLORADO.

Denver, Clay's Review, weekly; Perry A. Clay, *Actual average for 1904, 19,926.*

Denver, Post, *daily. Post Printing and Publishing Co. Average for 1904, 44,577. Average for Aug. 1905, dy 46,943, Sy 58,975.*

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Ansonia, Sentinel, *dy. Aver. for 1904, 4,965. Nov 9, 6,000 daily. E. Katz, Spec. Agt., N. Y.*

Bridgeport, Post, *daily. Average for 1904, 10,615. E. Katz, Special Agent, New York.*

Bridgeport, Telegram-Union, *Dy. av. for 1904, 9,206. E. Katz, Special Agt., New York.*

Meriden, Journal, evening, *Actual average for 1904, 7,649.*

Meriden, Morning Record and Republican, *daily average for 1904, 7,559.*

New Haven, Evening Register, *daily. Actual av. for 1904, 13,618; Sunday, 11,107.*

New Haven, Palladium, *dy. Aver. 1904, 7,857. First 6 mos. '05, over 8,000. E. Katz, Sp. Agt. N. Y.*

New Haven, Union, *Av. 1904, 16,076. First six mos. '05, 16,187. E. Katz, Spec. Agt., N. Y.*

New London, Day, *ev'g. Aver. '04, 5,855, 1st 6 mos. '05, 6,090. E. Katz., Spec. Agt., N. Y.*

Norwalk, Evening Hour, *Daily average year ending Dec., 1904, 8,317. April, etc., as certified by Am'n Am. Adv'rs. all returns deducted, 2,869.*

Norwich, Bulletin, morning, *Average for 1903, 4,988; for 1904, 5,250; Nov., 6,455.*

Waterbury, Republican, *dy. Aver. for 1904, 5,770. La Coste & Maxwell Spec. Agents, N. Y.*

DELAWARE.

Wilmington, Every Evening, *Average guaranteed circulation for 1904, 11,460.*

Wilmington, Morning News, *Only morning paper in State. Three mos. end. Dec., 1904, 10,074.*

DISTRICT OF COLUMBIA.

Washington, Evening Star, *daily and Sunday. Daily average for 1904, 55,508 (60).*

FLORIDA.

Jacksonville, Metropolis, *dy. Av. 1904, 8,760. First six mos. '05, 8,880. E. Katz, Sp. Ag., N. Y.*

GEORGIA.

Atlanta, Journal, *dy. Av. 1904, 45,622. Aug. 1905, 47,898, Sy 47,502. Semi-weekly 55,955.*

Atlanta, News, *Actual daily average 1904, 24,350. S. C. Beckwith, Sp. Ag., N. Y. & Chi.*

Atlanta, The Southern Ruralist, *Steady average first six months 1905, 52,855 copies monthly.*

Augusta, Chronicle, *Only morning paper. 1904 average, daily 5,461; Sunday 7,450.*

Nashville, Herald, *Average for March, April and May, 1,575. Richest county in So. Georgia.*

IDAHO.

Boise, Evening Capital News. Daily average 1904, 8,296; average February, 1905, 4,580. Actual circulation March 1, 1905, 4,815.

ILLINOIS.

Bunker Hill, Gazette-News. weekly. Average first 3 mos. 1905, 1,681. All home print.

Calto, Bulletin. Daily and Sunday average 1904, 1,945; April, 1905, 2,220.

Calto, Citizen. Daily Average 1904, 1,196, weekly, 1,127.

Champaign, News. First 3 mos. 1905, no issue of daily less than 2,800; weekly, 8,800.

Chicago, Bakers' Helper. monthly (\$2.00). Bakers' Helper Co. Average for 1904, 4,100 (©).

Chicago, Farmers' Voice and National Rural. Actual average, 1904, 25,052.

Chicago, Gregg Writer. monthly. Shorthand and Typewriting. Actual average 1904, 15,750.

Chicago, Inland Printer. Actual average circulation for 1904, 18,812 (©).

Chicago, Record-Herald. Average 1904, daily 145,761. Sunday 199,400. Average first four mos. 1905, daily 148,928, Sunday 208,561.

★ The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully contravenes its accuracy.

Chicago, System. monthly. The System Co. pub. Eastern office 1 Madison Ave., N. Y. Ar. for year end., Feb. 1905, 53,750, Issue for Sept. 1905, 60,200.

Kewanee, Star-Courier. Ar. for 1904, daily 2,290, wly. 1,278. Daily, 1st 4 mos. '05, 8,302.

Peoria, Evening Journal. daily and Sunday. *Sworn* daily average for 1904, 15,525.

Peoria, Star. evenings and Sunday morning. Actual average for 1904, d'y 21,528, S'y 9,957.

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '05, 12,615. *Sworn* average '04, 12,651. *Smith & Thompson, Sp. Rep., N.Y. & Chicago.*

Evansville, Journal-News. Ar. for 1904, 14,030. *Sundays over 15,000. E. Katz, S. A., N.Y.*

Marion, Leader. daily. W. B. Westlake, pub. Actual average for year 1904, 5,655.

Muncie, Star. Average net sales 1904 (all returns and unsold copies deducted), 28,781.

Notre Dame, The Ave Maria. Catholic weekly. Actual net average for 1904, 25,815.

Richmond, Sun-Telegram. *Sworn* av. 1904, dy. 5,761.

INDIAN TERRITORY.

Ardmore. Ardmoreite, daily and weekly. Average for 1904, dy. 2,068; wly. 8,291.

IOWA.

Davenport, Democrat and Leader. Largest *sworn* city circ'n. *Sworn* arer. Aug., 1905, 7,785.

Davenport, Times. Daily aver. July, 10,656. Circulation in City or town guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average sold 1904, 26,853. Present circulation over 39,000.

City circulation guaranteed largest in Des Moines. Carries more department store advertising than all other papers combined. Carries more advertising in six issues a week than any competitor in seven.

Des Moines, Wallace's Farmer, wy. Est. 1879. Actual average for 1904, 26,811.

Keokuk, Gate City. Daily av. 1904, 5,145; daily six months, 1905, 5,295.

Muscatine, Journal. Daily av. 1904, 5,240, tri-weekly 5,059, daily, March, 1905, 5,452.

Sioux City, Journal, daily. Average for 1904, *sworn*, 21,784. Ar. for July, 1905, 24,851. *Prints most news and most foreign and local advertising. Read in 80 percent of the homes in city.*

Sioux City, Tribune, Evening. *Net* *sworn* daily, average 1904, 20,678. May, 1905, 24,295. The paper of largest circulation and advertising patronage. Ninety per cent of Sioux City's reading public reads the Tribune.

★ The absolute correctness of the latest circulation rating accorded the Tribune is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully contravenes its accuracy. Only Iowa a paper that has the Guaranteed Star.

KANSAS.

Hutchinson, News. Daily 1904, 2,964. First five mos. '05, 8,296. E. Katz, Sp. Agent, N. Y.

KENTUCKY.

Harrodsburg, Democrat. Best wy.; best acc. Ky.; best results to adv. Proven av. cir. 5,538.

Lexington, Leader. Ar. '04, avg. 4,041. Sun. 5,597, May, '05, avg., 4,759. E. Katz, Spec. Agt.

Louisville, Times. Daily average year ending June 30, 1905, 56,025. Beckwith Agency, Rep.

Paducah, Journal of Labor, official organ, International Union Shipwrights, Joiners and Caulkers of America and Central Labor Unions, Paducah, Ky., and Calto, Ill.

Paducah, The Sun. Average for April, 1905, 5,626.

LOUISIANA.

New Orleans, Item, official journal of the city. Ar. cir. first six months 1905, 22,250.

New Orleans, The Southern Buck, official organ of Filkdom in La. and Miss. Ar. '04, 4,815.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1904, 1,269,641.

Augusta, Kennebec Journal, dy. and wy. Average daily, 1904, 6,544; weekly, 2,486.

Bangor, Commercial. Average for 1904, daily 8,991, weekly 28,887.

Dover, Piscataquis Observer. Actual weekly average 1904, 1,918.

Lewiston, Evening Journal, daily. Aver. for 1904, 7,524 (©), weekly 17,450 (©).

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1904, 8,180.

Portland, Evening Express. Average for 1904, daily 12,166. Sunday Telegram, 8,476.

MARYLAND.

Baltimore, News, daily. Evening News Publishing Company. Average 1904, 5,177,854. For August, 1905, 58,482.

★ The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully contravenes its accuracy.

MASSACHUSETTS.

Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day adv.

Boston, Post. Average for 1903, daily, 178,508; for 1904, 211,321. Boston Sunday Post, average for 1903, 166,421. For 1904, 177,664. Largest daily circulation for 1904 in all New England, whether morning or evening, or morning and evening editions combined. Second largest Sunday circulation in New England.


Daily rate, 20 cents per apate line, flat run-off paper; Sunday rate, 10 cents per line. The best advertising propositions in New England.

Boston, Traveler. Est. 1834. Actual daily av. 1902, 78,532. In 1903, 76,666. For 1904, average daily circulation, 81,085 copies.

Reps.: Smith & Thompson, N. Y. and Chicago.

Fall River, News. Largest circ'n. Daily av. '94, 6,958 (P). Robt. Jones, Rep., 118 Nassau St., N.Y.

Boston, Globe. Aver. to July 1, 1905, daily, 198,075. Sunday, 205,388. "Largest Circulation Daily of any two-cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

 The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Springfield, Good Housekeeping, mo. Average first 6 mos. 1905, 208,420. No issue less than 200,000. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

Worcester, L'Opinion Publique, daily (C. C.). Paid average for 1904, 4,762.

MICHIGAN.

Grand Rapids, Evening Press, dy. Average 1904, 44,807. Average 6 mos. 1905, 46,087.

Grand Rapids, Herald. Average daily issue last six months of 1904, 28,661. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 750,000).

Jackson, Press and Patriot. Actual daily average for 1904, 6,605. Av. Aug., 1905, 7,258.

Kalamazoo, Evening Telegraph. First 6 mos. 1905, dy. 10,128, June, 10,174, s-w. 9,688.

Kalamazoo, Gazette, d'y. Yr. end'g May, '05, 10,808; May, 11,087. Largest circ'n by 4,500.


Saginaw, Courier-Herald, daily. Sunday. Average 1904, 10,258; July, 1905, 12,015.

Saginaw, Evening News, daily. Average for 1904, 14,516. August, 1905, 17,486.

Sault Ste. Marie, Evening News, daily. Average, 1904, 4,212. Only daily in the two Soos.


MINNESOTA.

Minneapolis, Journal, daily. Journal Printing Co. Aver. for 1903, 57,089; 1904, 64,555; first 6 mos. 1905, 67,299; Aug. 1905, 67,264.


 The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1904, 56,514.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1904, 79,750. Actual average first six months 1905, 86,295.

 The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. 1904, daily average, 87,927; last quarter of 1904 was 92,323; first six months of 1905 was 96,087; Sunday, 74,445.

 **CIRCULATION** The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 30,000 daily. The paper Tribune is the recognized Want Ad paper of Minneapolis.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1904, 52,065.

St. Paul, Dispatch, dy. Aver. 1904, 58,086. January, 1905, 59,501. **ST. PAUL'S LEADING NEWSPAPER.** W'y aver. 1904, 72,951.

St. Paul, The Farmer, s-mo. Rate, 30c. per line, with discounts. Circulation for year ending Dec., 1904, 88,487.

St. Paul, Volkzeitung. Actual average 1904, dy. 12,685, w'y. 28,687, Sonntagsblatt 28,640.

MISSISSIPPI.

Hattiesburg, Progress, ev'g. Av. d'y circ., y'r end'g Jan., 1905, 2,175. Pop. 14,000, and growing.

MISSOURI.

Clinton, Republican. W'y av. last 6 mos. 1904, 2,840. D'y. est. Apr., '04; ar. last 6 mos. '04, 800.

Kansas City, Journal, d'y and w'y. Average for 1904, daily 64,114, weekly 199,890.

Joplin, Globe, daily. Average 1904, 12,043. Aug., '04, 12,751. E. Katz, Special Agent, N. Y.

St. Joseph, News and Press. Circ. 1st 6 mos. 1905, 25,525. Smith & Thompson, East, Rep.


St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1904, 8,080 (C. C.). Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower, monthly. Average for 1902, 68,588; average for 1903, 106,620; average for 1904, 104,750.

MONTANA.

Butte, Inter-Mountain. Sworn average daily circulation 1904, 12,678. Beckwith Sp. Agency.

NEBRASKA.

 Lincoln, Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,259. For March, 1905, 16,882. Only Nebraska paper that has the Guarantee Star.

Lincoln, Deutsch-Amerikan Farmer, weekly. Average year ending January, 1905, 146,867.

Lincoln, Frele Press, weekly. Actual average for year ending January, 1905, 149,281.

Lincoln, Journal and News. Daily average 1904, 26,388; February, 1905, average, 28,055.

Omaha, Commercial. We reach Western business men. Do you want to? Circ'n 1904, 2,088.

NEW HAMPSHIRE.

Nashua, Telegraph, dy. and w'y. Daily aver. for 6 mos. ending April 30th, '05, 5,286.

NEW JERSEY.

Camden, Daily Courier. Est. 1875. Net annc. circulation for 6 mos. end. June 30, 1905, 8,859.

Elizabeth, Journal. Av. 1904, 5,522; first 6 mos. 1905, 6,512; 3 mos. Aug. 1, 6,604.

Jersey City, Evening Journal. Average for 1904, 21,106. First 6 mos. 1905, 22,555.

Newark, Evening News. Evening News Pub. Co. Av. for April, 1905, 61,544.

NEW YORK.

Albany, Evening Journal. Daily average for 1904, 18,288. It's the leading paper.

Albany, Times-Union, every evening. Est. 1858. Av. for '04, 50,487; Jan. Feb. & Mar., '05, 58,594.

Binghamton, Evening Herald, daily. Herald Co. Aver. for year end. June, 1905, 12,389 (P).

Buffalo, Courier, morn. Av. 1904, Sunday 79,882; daily 50,940; Enquirer, even., 52,702.

Buffalo, Evening News. Daily average 1904, 88,457; 1st six months, 1905, 95,251.

Catskill, Recorder, weekly. Harry Hall, editor. Av. y'r. end'g May, '05, 5,718; May, 5,782.

Corning, Leader, evening. Average, 1904, 6,258. First quarter 1905, 6,425.

Cortland, Democrat, Fridays. Est. 1840. Aver. 1904, 2,396. Only Dem. paper in county.

Glens Falls, Morning Star. Average circulation, 1904, daily 2,292.

Mount Vernon, Daily Argus. Average 1904, 2,915. *Westchester County's leading paper.*

Newburgh, News, daily. Av. for 1904, 4,722. 4,000 more than all other Newburgh papers combined.

New York City.

American Illustrated Magazine, formerly Leslie's Monthly Magazine. Av. circulation for 1904, 245,946. *Present aver. circulation 300,169.*

Army & Navy Journal. Est. 1863. Actual weekly average for 1904 issues, 1904, 9,871 (96). Only Military paper awarded "Gold Mark."

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1904, 4,900.

Bensinger's magazine, family monthly. Bensinger Brothers. Average for 1904, 57,025, present circulation, 50,000.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Av. for 1904, 25,663 (96).

El Comercio, mo. Spanish export. J. Shephard Clark Co. Average for 1904, 7,292.

Gaelic American, weekly. Actual average for 1904, 8,179; for 23 weeks in 1905, 23,120.

Haberdsasher, mo. est. 1881. Actual average for 1904, 7,000. *Binders' affidavit and Post Office receipts distributed monthly to advertisers.*

Hardware Dealers' Magazine, monthly. In 1904 average issue, 12,500 (96). D. T. MALLETT, Pub., 233 Broadway.

Leah's Weekly. Actual average year end, Aug. 1904, 69,077. Pres. av. over 85,000 weekly.

Music Trade Review, music trade and art weekly. Average for 1904, 5,509.

Pocket List of Railroad Officials, qly. Railrod & Transp. Av. 1903, 17,992; 1904, 19,547.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, 11,001. Actual weekly average for 1904, 14,918. Actual weekly average for eleven months ending June 28, 15,769 copies.

The People's Home Journal, 52c, 146 monthly. Good literature, 432,325 monthly, average circulations for 1904—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Wall Street Journal. Dow, Jones & Co., pub. Daily average first 6 months, 1905, 12,916.

The World. Actual aver. for 1904, Morn., 502,855, Evening, 379,755. Sunday, 455,484.

Rochester, Case and Comment, mo. Law. Av. for 1904, 30,000; 6 years' average, 29,105.

Schenectady, Gazette, daily. A. N. Lacey. Actual average for 1903, 11,625; 1904, 12,574.

Syracuse, Evening Herald, daily. Herald Co. pub. Av. for 1904, daily 55,648, Sunday 59,161.

Utica, National Electrical Contractor, mo. Average for 1904, 6,855.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1904, 14,879.

NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Actual daily aver. 1904, 6,148, Sunday, 8,408, semi-weekly, 4,496.

Raleigh, Biblical Recorder, weekly. Average 1903, 8,572. Average 1904, 9,756.

NORTH DAKOTA.

Grand Forks, Herald. Circ. July '05, 6,257. Examination by A. A. A., June '05. Biggest Daily in North Dakota. LaCoste & Maxwell, N. Y. Rep.

OHIO.

Akron, Beacon Journal. Av. 6 mos. ending July, 1905, 11,198. N. Y., 256 Broadway.

Ashtabula, Amerikan Sanomat. Finnish. Actual average for 1904, 10,980.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1904, 79,460; Sunday 68,195. August, 1905, 75,529 daily; Sunday, 79,142.

Dayton, Herald, evening. Circ., 1904, 13,280. Largest in Dayton, paid at full rates.

Youngstown, Vindicator. D'y av. '04, 12,020. LaCoste & Maxwell, N. Y. & Chicago.

Zanesville, Times-Recorder. Sworn av. 1st 6 mos. 1905, 10,427. *Guard's double nearest competitor and 50% in excess combined competitors.*

OKLAHOMA.

Oklahoma City, The Oklahoman. 1904 aver., 8,104. Aug., '05, 11,194. E. Katz, Agent, N. Y.

OREGON.

Portland, Evening Telegram, dy. (ex. Sun.) Average circulation during 1904, 21,271.

Portland, Oregon Daily Journal. Actual average for Aug. 1905, 25,116.

PENNSYLVANIA.

Hellfonte, Centre Democrat. Chas. R. Kurtz, Publisher. *Proven circulation during 1905 was over 4,500; now is, and for the next year will be, over 4,500 per issue. Largest paper in Centre County. Circulation confined generally to the county.*

Chester, Times, ev'g d'y. Average 1904, 7,929. N. Y. office, 220 B'way. F. R. Northrup, Mgr.

Erie, Times, daily. Av. for 1904, 14,257. Aug., 1905, 15,140. E. Katz, Sp. Ag., N. Y.

Harriaburg, Telegraph. Dy. sworn av., 6 mos. end'g June, 12,060; June, 12,756. Best in H'd'y.

The Evening Telegraph
READ EVERYWHERE IN PHILADELPHIA.

AUGUST CIRCULATION

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of August, 1906:

1.....	160,887	17.....	159,762
2.....	160,328	18.....	159,833
3.....	162,143	19.....	159,827
4.....	160,830	20.....	Sunday
5.....	161,570	21.....	159,296
6.....	Sunday	22.....	159,231
7.....	160,179	23.....	158,894
8.....	160,292	24.....	159,027
9.....	159,065	25.....	159,073
10.....	159,110	26.....	160,431
11.....	159,748	27.....	Sunday
12.....	158,785	28.....	159,518
13.....	Sunday	29.....	167,305
14.....	159,804	30.....	159,431
15.....	158,933	31.....	159,431
16.....	160,285		

Total for 27 days, 4,335,196 copies.

NET AVERAGE FOR AUGUST,
160,116 copies per day
BARCLAY H. WARBURTON, President.
PHILADELPHIA, Sept. 6, 1906.

Philadelphia, Confectioners' Journal. mo. Av. 1904, 5,604; av. 1st 6 mos. 1905, 5,420 (©).

Philadelphia, German Daily Gazette. Av. circulation 1st 6 mos. 1905, daily 50,996; Sunday 40,155. Sworn statement. Cir. books open.

Philadelphia, The Press is a Gold Mark (©) Newspaper, a Roll of Honor Newspaper, and a Guaranteed Star Newspaper, the three most desirable characteristics for any Newspaper. Circulation, daily average 1904, 118,242.

"In Philadelphia nearly everybody reads The Bulletin"

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of August, 1905:

1.....	208,630	17.....	206,039
2.....	207,809	18.....	204,601
3.....	207,631	19.....	203,578
4.....	206,383	20.....	203,259
5.....	201,836	21.....	202,185
6.....	Sunday	22.....	204,392
7.....	206,519	23.....	201,665
8.....	206,870	24.....	200,076
9.....	197,867	25.....	207,915
10.....	204,277	26.....	Sunday
11.....	205,028	27.....	206,962
12.....	195,066	28.....	210,324
13.....	Sunday	29.....	205,233
14.....	206,358	30.....	205,233
15.....	199,147	31.....	205,233
16.....	205,122		

Total for 27 days, 5,500,754 copies.

NET AVERAGE FOR AUGUST,

204,065 copies a day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

Williamsport, Grit. America's Greatest Weekly. Av. first 3 mos. 1904 225,756. Smith & Thompson, Lugs, New York and Chicago

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1904, 5,925,880. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:

"Awarded June 22d, 1907, by 'Printers' Ink,' 'The Little Schoolmaster' in the Art of Advertising, to the Farm Journal. After a canvassing of merits extending over a period of half a year, that paper, as our all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns."

Pittsburg, Labor World, w. Av. 1904, 22,618. Reached best paid class of workmen in U.S.

West Chester, Local News, daily. W. H. Hodgson. Average for 1904, 15,180 (©). In its sixth year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, Dispatch, daily. Average for 1904, 8,974. Enters two-thirds of York homes.

RHODE ISLAND.

Pawtucket, Evening Times. Average for six months ending June 30th, 1905, 16,815.

Providence, Daily Journal, 17,290 (©). Sunday, 20,486 (©). Evening Bulletin 27,256 average 1904. Providence Journal Co. pub.

Westerly, Sun. Geo. H. Utter, pub. Average 1904, 4,450. Only daily in So. Rhode Island.

SOUTH CAROLINA.

Charleston, Evening Post. Actual dy. aver. for first 3 months 1905 4,110. Apr. 4,458.

Columbia, State. Actual average for 1904, daily 8,164 copies. (©) per issue; semi-weekly 2,251. Sunday 9,417 (©). Act. aver. for first 7 months of 1905, daily 9,031; Sunday 10,594.

The absolute correctness of the latest circulation rating accorded the Columbia State is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

TENNESSEE.

Chattanooga, Crabtree's Weekly Press. Average April and May, 88,082.

Knoxville Journal and Tribune. Daily average year ending Jan. 31, 1905, 15,060 (©). Weekly average 1904, 14,512.

One of only three papers in the South, and only paper in Tennessee awarded the Star. The leader in news, circulation, influence and advertising patronage.

Knoxville, Sentinel. Av. '04, 11,482. Led nearest competitor 11,000 in advertising '04, 5 days vs. 7.

Memphis, Commercial Appeal, daily. Sunday, weekly. Average 1st 6 mos. 1905, daily 58,741. Sunday, 55,247. weekly, 84,498. Smith & Thompson, Representatives N. Y. & Chicago.

Nashville, Banner, daily. Aver. for year 1905 18,772; for 1904, 20,705. Average March, April, May, 31,887.

TEXAS.

San Angelo, Standard, weekly. Average for 1904, 2,905.

Denton, Record and Chronicle. Daily av. 1904, 810. Weekly av. 2,775. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.

El Paso, Herald. Av. '04, 4,311; May '05, 5,015. Merchants' circuit showed Herald in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

VERMONT.

Barre Times, daily. F. F. Langley. *Aver.* 1904 7,161; for six months, 1905, 5,565.

Burlington Free Press, daily av. '05, 5,566. '04, 6,682. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

Burlington Daily News, evening. Actual daily average 1904, 6,018; last 6 mos., 6,626; last 3 mos., 7,024; last month, 7,547.

Rutland Herald, *Average* 1904, 5,527. *Average* 3 months ending June 1, 1905, 4,181.

VIRGINIA.

Richmond News Leader, afternoons. Actual daily average 1904, 28,575 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.

Norfolk Dispatch, 1904, 9,400; 1905, April, 11,090; May, 11,287; June, 11,542.

Richmond Times-Dispatch, morning. Actual daily average year ending December, 1904, 29,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Olympia Recorder, daily av. 1904, 2,289; weekly, 1,465. Only paper with tele. reports.

Tacoma Ledger, *Dy. av.* 1904, 14,864; *Sy.*, 18,475; *wp.*, 9,524. *Aver.* 6 mos., ending June 30, 1905, daily, 15,159, Sunday, 19,771.

Tacoma News, daily average 5 months ending May 31, 16,327. Saturday issue, 17,495.

WEST VIRGINIA.

Parkersburg Sentinel, daily. R. E. Hornor, pub. *Average* for 1904, 2,320.

Wheeling News, daily paid circ., 11,517 (*). Sunday paid circ., 11,958 (*). For 12 months up to April 1, 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

Milwaukee Evening Wisconsin, d'y. *Av.* 1904, 26,201; *Aug.* 1905, 26,778 (©©).

Milwaukee Journal, daily. Journal Co., pub. *Fr. end.* Aug., 1905, 28,865, Aug., 1905, 42,402.

Oshkosh Northwestern, daily. *Average* for 1904, 7,251. December, 1904, 7,426.

Wisconsin Agriculturist, Racine, Wis., Weekly. Estab. 1877. The only Wisconsin paper whose circulation is guaranteed by the American Newspaper Directory. Actual average for 1905, 55,181; for 1904, 57,234; for year ended July 31, 1905, 40,192. N. Y. Office, Temple Court. W. C. Richardson, Mgr.



WYOMING.

Cheyenne Tribune, *Actual* daily average net for first six months of 1905, 4,280.

BRITISH COLUMBIA.

Vancouver Province, daily. *Average* for 1904, 7,426; *Aug.*, 1905, 8,542. H. DeClarque, U. S. Rep., Chicago and New York.

Victoria Colonist, daily. Colonist P. & P. Co. *Aver.* for 1905, 2,695; for 1904, 4,556 (3K).

MANITOBA, CAN.

Winnipeg Free Press, daily and weekly. *Average* for 1904, daily, 25,698; weekly, 15,801. Daily, Aug., 1905, 21,177.

NEW BRUNSWICK, CAN.

St. John Star, *Actual* daily average for October, November, December, 1904, 6,091.

NOVA SCOTIA, CAN.

Halifax Herald (©©) and **Evening Mail**. *Circulation*, 1904, 15,658. Flat rate.

ONTARIO, CAN.

Toronto Canadian Implement and Vehicle Trade, monthly. *Average* for 1904, 6,000.

Toronto Star, daily. Daily average circulation for July, 1905, 27,840.

Toronto The News, *Sworn* average daily circulation for June, 1905, 29,496. Advertising rate 35c. Flat, run of paper. The largest circulation of any evening paper published in Ontario.

Toronto Evening Telegram, daily, *aver.* 1904, 31,884. Perry Lukens, Jr., N.Y. Rep.

QUEBEC, CAN.

Montreal Herald, daily. Est. 1808. *Actual* *av.* daily 1904, 25,850; weekly, 18,836.

Montreal La Presse, La Presse Pub. Co., Ltd., publishers. *Actual* average 1904, daily, 50,259; *Av. Mar.*, '05, 95,826. Sat., 115,592.

Montreal Star, d'y. & w'y. Graham & Co. *Av. for '05*, d'y. 55,127; w'y. 122,269. *Av. for 1904*, d'y. 56,795; w'y. 125,240.

Sherbrooke Daily Record, *Guaranteed* av. 1904, 4,917; August, 1905, 6,658.

The Roll of Honor is considered by those publishers who make regular use of it the most effective, cheapest and quickest means of setting circulation figures to date before the American advertisers. The Roll of Honor is a newspaper directory to date; it chronicles the facts of last month, last week—of yesterday.

There is no service like it to be had anywhere—based upon and backed by the rules and requirements of Rowell's American Newspaper Directory, its value to publisher and advertiser becomes of unusual importance.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

COLORADO.

THE Denver Post, Sunday edition, Sept. 10, 1905, contained 4,790 different classified ads. a total of 104 8-10 columns. The Post is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., **RECORD** covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DISTRICT OF COLUMBIA.

THE EVENING and **SUNDAY STAR**, Washington, D. C. (©), carries double the number of WANT ADS of any other paper. Rate 1c. a word.

ILLINOIS.

PEORIA (Ill.) **JOURNAL** reaches over 12,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

THE CHICAGO DAILY NEWS is the city's "want-ad" directory and one of the greatest "want-ad" mediums of the country. It has no Sunday issue, but is published every evening except Sundays and holidays. During the year 1904 the paper was issued 310 days; during that time it published 11,066 columns of classified advertising, consisting of 628,538 individual advertisements; of this number, 201,656 were transmitted to the **DAILY NEWS** office by telephone. Eleven telephones are used exclusively for the reception of such ads from nearly 600 drug store agencies and from thousands of individual customers throughout Chicago and its adjoining territory. These advertisements are, for the convenience of the readers, carefully classified under 199 different classification headings. No free "want-ads" are published. The **DAILY NEWS** rigidly excludes all objectionable advertising. The value of the classified columns of the **DAILY NEWS** to the advertisers is shown by the very rapid growth of this kind of advertising in the paper. During the year 1905 it increased 133 columns over 1904, notwithstanding an increase in advertising rate; in 1904 it increases 314 columns over 1903, or an average of a column a day.

"Nearly everybody who reads the English language in, around or about Chicago reads the **DAILY NEWS**," says the *Post-office Review*.

INDIANA.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Indianapolis News during the year 1904 printed 125,397 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 273,739 separate paid Want ads during that time.

THE Star League, composed of Indianapolis **STAR**, **MUNCIE STAR** and **Terre Haute STAR**; general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

THE Indianapolis STAR is the Want ad medium of Indianapolis. It printed during the year of 1904 591,313 lines of Want ads. During the month of December the **STAR** printed 17,335 lines of classified financial advertising. This is 4,576 lines more than published by any other Indianapolis newspaper for the same period. The *News* in December, 1904, printed 13,000 lines; the *Sentinel* 4,316 lines, and the *Sun* 2,630 lines. The Indianapolis **STAR** accepts no classified advertising free. The rate is one cent per word.

THE MARION LEADER is recognized as the best result getter for want ads.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

IOWA.

THE Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week, Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

25 CENTS for 30 words, 5 days. **DAILY ENTERPRISE**, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

THE BOSTON TRAVELER publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

BOSTON GLOBE, daily and Sunday, first six months of 1905, printed a total of 217,465 classified ads, and there were no trades, deals or discounts. This was a gain of 3,900 "want" ads over the same period of 1904, and was 71,145 more than any other Boston paper carried during the first six months of 1905.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 15,500; i.e. word; 5c. subsequent.

MINNESOTA.

THE Minneapolis JOURNAL carried over 51 per cent more Want ads during August, 1905, than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation, 1905, 57,039; 1904, 64,553; first 8 months 1905, 67,599; August, 1905, 67,364.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

THE St. Paul DISPATCH is St. Paul's Want Ad Directory, carrying more advertising than all other St. Paul mediums combined. The guaranteed paid circulation of the **St. Paul DISPATCH** for year ending March 31, 1906, 57,665; for March, 59,440; for April, 60,541; for May, 62,757; this increase caused by thorough canvassing—no premiums. Thousands of people use it exclusively and everybody includes it in their list. No free want ads are published and objectionable advertising is rigidly excluded. The May advertising shows a daily increase of over 602 lines in three months. Seven telephone trunk lines assist in receiving this classified business.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

THE Kansas City JOURNAL (every morning including Sunday), one of the recognized Want ad mediums of the United States; 21 to 35 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 1 cent a word.

MONTANA.

THE Adaconda STANDARD is Montana's great "Want Ad" medium; i.e. a word. Average circulation (1904), 11,359; Sunday, 13,756.

NEBRASKA.

L INCOLN JOURNAL AND NEWS, combined circulation over 47,000. Cent a word.

THE Lincoln Daily Star, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 16,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. **DAILY STAR**, Lincoln, Neb.

NEW JERSEY.

ELIZABETH DAILY JOURNAL—Leading Home paper; 16 to 24 pages. Only "Want" Medium. Cent-a-word. Largest circulation.

NEWARK, N. J., FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE POST-EXPRESS is the best afternoon Want ad-medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

IN Binghamton the **LEADER** carries largest patronage; hence pays best. **BECKWITH**, N. Y.

BUFFALO EVENING NEWS, Largest circulation in the State outside of New York City, and prints the most Want ads.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 30 cents a line per issue flat; six words to a line. Sample copies, ten cents.

OHIO.

IN Zanesville the **Times-Recorder** prints twice as many Want Ads as all the other papers.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, i.e. per word. Largest circulation.

THE Mansfield News publishes daily more Want ads than any other 30,000 population newspaper; 20 words or less 3 consecutive times or less, 35c.; one cent per each additional word.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 11,851. Publishes more Wants than any four Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

WILKES-BARRE LEADER covers the afternoon field of the populous anthracite coal section and is the best Want medium in N. E. Penna.

When in Doubt Follow the Wants

You cannot go wrong if you put your advertisement in the newspaper that carries the "wants" of the city in which it is printed.

THE GERMAN DAILY GAZETTE, Philadelphia, carries more wants than all other local German dailies combined, and more than any other German publication in this country, excepting one. Daily sworn circulation—1904—49,083. **HOWARD C. STORY**, Foreign Representative.

SOUTH CAROLINA.

THE Columbia State (©) carries more Want ads than any other S. C. newspaper.

VERMONT.

THE Burlington Daily News is the popular paper and the Want medium of the city. Reaches twice as many people as any other and carries more Want ads. Absolutely necessary to any advertiser in Burlington territory.

VIRGINIA.

THE News Leader, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (28,575 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified ads, one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

WISCONSIN.

JANESVILLE GAZETTE, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates; Want Ads—daily, 3 lines 3 times, 5c.; weekly, 5c. line. Big results from little talk.

CANADA.

THE Halifax Herald (©) and the **Mail**—Nova Scotia's recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,825, Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal Daily Star carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD** and **Weekly Star** carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg Free Press carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the **Free Press** carries a larger volume of general advertising than any other daily paper in the Dominion.

BRITISH COLUMBIA.

VICTORIA COLONIST. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast.

ADVERTISING THE CLASSIFIED.

Of newspapers in New York City that keep up interest in their classified columns among their own readers, the *World* stands easily first. Every issue has reading notices and display ads about

WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN!
Want Ads. in **THE BULLETIN** bring prompt returns, because "in Philadelphia nearly everybody reads **THE BULLETIN**."
Net paid daily average circulation for August:
294,065 copies per day.
(See Roll of Honor column.)

the want columns. They turn up in all sorts of places in the paper from the "ears" to the editoria page. Their chief characteristic is snappiness, and just to read them is to acquire an education in this kind of publicity.

For some time the *World's* advertising for the classified columns has been written by Rex R. Case, a young man who has had rather a wide experience in New York advertising affairs. Through the kindness of Mr. Case in placing three large scrap books of these *World* ads at his disposal, the Little Schoolmaster is able to give specimens of this advertising that can be adapted for local use by other successful classified mediums:

Your choice of 6,764 positions! That was what the *World* offered its readers last week. If you are unemployed or desire to better your condition it will pay you to keep constantly in touch with the "Help Wanted" advertisements printed every day in the *World*.

Unload your stock! This is not a word of warning from Lawson to the lambs, but a word of wisdom from the *World* to business men. A good solicitor, saleswoman or agent can help you do it. Now is the time to push your business while the holiday trade is at its height. Read the "Situations Wanted" ads in the *World*. Select the kind of "help" you want and clear your shelves for fresh stock in the spring. A good salesman will increase your profits.

A cozy room, well-furnished, heated and lighted, will add greatly to your holiday comfort. You will find many such rooms advertised "For Rent" in every edition of the *World*. Look today—move right away.

How far will a feather have to fall to break a \$10 bill? Quite a distance—but if you want to sell all the feathers contained in those old discarded pillows and mattresses stored away in the attic, or if you are about to break up housekeeping and want to dispose of the entire contents of your house or apartment, you can break many \$10 bills by selling your feathers or furniture to the dealers who make this class of purchases their special business, and who advertise their wants every day in the "Purchase and Exchange" columns of the *World*.

201 "Girls Wanted" advertisements were printed last week in the "Help Wanted" columns of the *World*. If you did not secure one of these positions do not cry over spilt milk, for you will find as many or more chances to go to work advertised in the *World* this week.

12,107 business letters were received last week by *World* "Want" advertisers—just those whose advertisements gave *World* office box-numbers only. \$242.14 postage to mail these letters.

4,802 gain over corresponding week last year—4,802.

216 Furnished Rooms; 112 Boarders Wanted; 129 Pieces of Property; 109 Business Opportunities; 89 Houseworkers; 81 Boys Wanted; 88 Agents Wanted; 46 Girls Wanted; 39 Colleges, Schools, etc.; 24 Stores to Let. As a hint of the diversity of opportunities to satisfy the everyday wants of the home and the office afforded the public through the *Sunday World's* 12-page want directory, the above statement is printed, showing a partial record of advertisements already received in advance for publication to-morrow—Sunday. Aside from the offers mentioned above there will be thousands of others asking and offering employment, rentals, sales of real estate and business property, chances to buy and sell all kinds of staple and odd furniture, fixtures, etc. 4,071 advertisements were printed in the *World's* want directory last Sunday—a gain of 453 ads over the corresponding Sunday a year ago. Those who wonder if *World* want ads pay may be interested to know that in reply to those ads printed in last Sunday's Want directory (those with *World* office addresses only) a total of 7,232 answers were received within 24 hours after publication. These figures show a gain of 3,242 answers over the corresponding Sunday last year.

"I want to hire a good boy" was about the substance of 420 "Boys Wanted" advertisements printed last week in the help wanted columns of the *World*. All kinds of positions for all kinds of boys are advertised in the *World* every day.

Busy B's—Bakers 26, Bartenders 12, Bookkeepers 22, Butchers 108, were offered positions last week by "Help Wanted" advertisers in the *World*. If you can bake, mix the treat, add well, or carve the meat, you may find employment through the *World* help wants any day.

\$1,000 wanted for a business worth \$2,000. There are quite as many men who will work up a good paying office, mercantile or manufacturing business and then turn round and sell it at a big sacrifice, as there are men who are successful money-makers, but more successful spenders. Many enterprises well worth \$2,000 are sold every week for \$1,000 or less by men who either need the money or think they do. 30,958 Business Opportunities, many of them very rare bargains, were advertised during 1904 in the *World*. These figures show a gain of 2,848 ads over preceding year, and more Business Opportunity ads than were published in any other New York newspaper.

\$181,605 per week in salaries were offered last week to readers of *World* Help Wants.

28,380 salaries offered salesmen, 10,447 Agents Wanted ads, 3,683 Canvassers Wanted ads, 3,689 Drug Clerks Wanted ads, 10,261 Salesmen Wanted ads printed in the *World* during 1904.

A city of 2,000,000 human beings supported by *World* Help Wanted advertisers. 385,313 breadwinners secured positions through *World* Help

Wants during 1904—to say nothing of the thousands that are being added to this prosperous community every week. To every breadwinner statistics allow four dependants, and it is estimated upon this fair basis that fully as many persons as go to make up the population of Greater New York have secured employment during the past twelve months through *World Wants*.

A business letter 165 miles long. 826,882 answers to the small advertisements printed in the Sunday *World's* want directory were received at the *World* office on Sundays and Mondays during 1904. If they were all pinned together a business letter 165 miles long.

A 100-page book about things people want, offering thousands of good positions, bargains in real estate, hundreds of profitable investments, services of capable workers, comprehensive "to let" bulletin, economic buyer's guide—this is what you would have if you were to cut up into book size and bind together the Sunday *World* want directory, out to-morrow, as a 12-page supplement to the Sunday *World*.

100 wedding rings and more are sold in Greater New York every day to young men who must next look around for furnished rooms, houses, flats or apartments.

A city of 10,400 girls. Strange as it would seem, just such a city with just such a strange population could be formed were all the girls who secured positions through the 10,400 Girls Wanted ads printed in the *World* last year to band together and incorporate themselves into a single work community.

Asking for money has scuttled many a promising business deal. People don't like to be asked for money. You can at first refuse, but finally consent to sell, and they will often pay you twice what your property is worth. But ask them right out and out for one-quarter that amount of money and—goodby—they're off. Many persons don't realize this peculiar trait of the human mind. You should dwell on the merits of the thing you have to sell rather than on the price. In fortune-hunting don't forget that 3,087 Business Opportunities ads were printed last year in the *World*.

Is there trouble in your family because you cannot afford to buy a piano? Perhaps you can afford one, but don't know it. Before you settle the question once and for all read the "Pianos and Organs" ads printed every day in the *World*.

A man loses the week's salary he doesn't get and the week's expenses—he goes in debt every week he doesn't work. 1,764 positions were offered men, women, boys, girls, through last Sunday's *World* want directory.

Room 13. Have you an unlucky room in your house? That is, a room you have trouble in renting. Don't be superstitious. Vacant rooms are rented daily through the multitude of readers of the want columns of the Morning *World*.

'Tis midnight—the baby cries—he wants hot milk—nothing else will do.

You are, O so sleepy—and the room is, O so cold. Darkness reigns, and there lies the faded tack. Who will get the hot milk for the baby? Experienced nurses advertise for positions daily—100 in last Sunday *World's* want ad directory.

"Please have the coffee hot!" But how few waitresses remember or care whether it is hot or cold. That's why there is such a big demand for competent waitresses. 107 restaurateurs and housewives advertised for waitresses in last Sunday's *World* want directory.

10,000 voices are busy this Monday morning buying, selling, trading, hiring help, arranging to go to work. This town talk is a result of the publication yesterday of 5,044 offers of positions, services, business opportunities, real estate investments, furnished rooms, houses, instructions, apartments, bargains in all kinds of merchandise, etc., in the Sunday *World* want directory. You'd be taking too if you had read it. Get it to-day.

Were you at home Sunday when 1,701 employers knocked at your door in their search for competent help? Had you read the *World* want directory last Sunday you would have heard this knocking of prosperity and found the position you are looking for. Don't abandon hope, but read the Morning *World* to-morrow.

79 boys wanted every day on an average, or 556 boys were offered positions last week through *World* help wants.

Sudden increase in car fares. 11,605 working men and women who found employment through last Sunday's *World* want directory are this week occupying 464 street cars in their travels to and from work, paying \$1,169.50 in car fares daily, earning about \$140,340 in weekly salaries. *World* want ads leave prosperity in their wake.

Did you ever see a house walk? Then you've missed something, for last week 2,372 furnished rooms, houses, flats and apartments were in parade before the Morning *World's* army of readers. They are parading again this week.

A remarkable lift. 511 houseworkers, 531 operators, 648 boys and 341 girls were lifted into positions last week by *World* want ads. Another lift to-morrow.

If you should stand on top of the World Building you could not see as many furnished rooms, houses and apartments as will be described and offered for rent through the To Let bulletin in to-morrow's *World*.

Say quickly, "Crunch—creak—splash!" and you will have told the sad story of a discouraging search for a furnished room, flat or apartment in a great city. To say nothing of the needless waste of time, energy and shoe-leather incidental to a nerve-racking house-to-house canvass. 2,432 To Let ads were printed in the *World* last week. Moral—Don't crunch—creak—splash your life away, but read the *World* want ads to-day.

The hill of success is not difficult to climb if you will take advantage of one

of the many good-paying positions offered wage-earners every day through *World* want ads. If you are an office-boy try and get a clerkship; if you are a clerk try to be a manager; are you a stenographer? then become a private secretary; have you saved any money? If so, then own your own business.

Everything coming in and nothing going out is the lucky fate that befalls the collector. Such is his unusual lot. Always taking in and never paying out. There is considerable satisfaction in doing work of this kind. Yet it seems rather difficult for large business houses to secure capable collectors. Fifty collectors were advertised for in the want columns of the *World* last week.

12,107 letters—more than eight a minute for twenty-four hours—were received up to Monday night of last week for delivery to advertisers whose announcements were printed in the *World* want directory the preceding Sunday.

Mother Earth is on the operating table. Acreage is being cut up into farms, subdivisions, factory and business sites, country estates, and into city and suburban building lots. This dividing process has brought untold wealth to shrewd investors who buy well-located property and sell it at a profit. You, as well as regular land-brokers are in a position to take advantage of this most safe and profitable way of money-making. 49,920 offers to buy and sell real estate were printed in the *World* during 1904.

[THE WANT AD MEDIUMS.]

WINONA, Minn., Aug. 26, 1905.

Editor of PRINTERS' INK:

We are sending you under separate cover marked copies of the *Republican-Herald* for each day this week, and also of last Saturday, showing what we are doing in the way of classified advertising. You will notice in to-day's paper a full-page ad. This information in your last issue came at a very opportune time, as you will see.

Yours truly,

THE REPUBLICAN-HERALD PUB. CO.

PHILADELPHIA, Sept. 8, 1905.

Editor of PRINTERS' INK:

In your issue of September 6th a letter calling attention to the statement that two of our esteemed contemporaries each led in one line of classified advertising makes the following facts interesting:

In August, week days, the *Public Ledger* was first in 14 important classifications, including real estate, legal, financial, apartments, new publications, etc., etc., and in July was first in 18 classifications equally important.

In fact, almost every month in the year shows the *Public Ledger* first in nearly every important line of classified advertising which appears in this community.

Respectfully yours,

PUBLIC LEDGER.

S. C. Berger, Adv. Mgr.

NORFOLK, Va., Sept. 8, 1905.

Editor of PRINTERS' INK:

In your issue of August 23d I notice that you give a list of the classified want ad mediums of the country, giving another paper than the *Dispatch* credit for being the want ad medium of Norfolk.

Do not understand this expression as a criti-

cism of the other paper in any degree, but rather as meant to correct an impression of your own.

I enclose you herewith the want page of to-day's *Dispatch* and of the paper that you credit with being the Norfolk want medium. Except for advertising our want page in the columns of the paper, something which our contemporary does as well, we do not canvass for or solicit the want business, yet it is my belief that we print double the number of new want ads each day and each week that are published in the newspapers of Norfolk.

We have not felt it necessary to advertise this want feature in the foreign field, having contented ourselves with advertising the paper on the Roll of Honor and the advertisements which Messrs. Smith & Thompson, our New York agents, insert in PRINTERS' INK.

To be frank with you, a good many of the foreign want ads scarcely seem to me to be of reliable character. It seems a pity that some single advertising agency cannot obtain this entire business, sift out that part which is dishonest, and put the rest in the mediums which show results. A good line of fake want ads, offering people all sorts of ridiculous salaries and remunerations for doing no work and doing it at home, does a genuine, local want business more harm than good in our opinion. A reader fooled by one advertisement loses confidence in the other advertisements, in our opinion. Frankly, don't you think so, too?

We trust that you will put the *Dispatch* right in this want matter, however, for we are convinced of the soundness of your argument that the local wants are an index of the paper's hold upon the local public and, viewed in this light, we believe you will agree with us that we have been done a considerable wrong.

I am, very truly yours,

JAMES M. THOMPSON,

Editor and Manager the Norfolk *Dispatch*.

A GENERAL savings booklet from the Lincoln Savings Bank, Louisville, Ky., gives information about its various departments and classes of business, and is supplemented with a complete list of stockholders, with the business connection of each. An excellent piece of literature to put in the way of wage-earners.

THE Germania National Bank, Milwaukee, puts out a piece of literature in the shape of its regular report of condition. As a brief additional argument the total deposits at the time of each report since July 1903, are recapitulated. In two years this bank's deposits have grown from \$135,000 to \$1,911,000.

A COLLECTION of labels, blotters and novelties comes from the United States Printing Company, Brooklyn. This company claims to be the largest color-printing house in the world, and in its particular class of work seems to produce printing that is entirely creditable.

THE catalogue of sporting specialties from the Marble Safety Axe Co., Gadstone, Mich., is not only a complete price list of hunting and camping impediments, but also a concise handbook of information pertaining to equipment to be taken into the woods.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,146 publications listed in the 1905 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎).

Announcements under this classification, from publications having the gold marks in the Directory, cost 20 cents per line per week, two lines (the smallest advertisement accepted) cost \$30.50 for a full year, 10 per cent discount, or \$18.75 per year spot cash, if paid wholly in advance.

WASHINGTON, D. C.

THE EVENING STAR (◎◎), Washington, D. C. Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. Act. av. for 1904: Daily 28,888 (◎◎), *Sy* 42,519, *W'y* 107,925.

THE MORNING NEWS (◎◎), Savannah, Ga. A good newspaper in every sense; with a well-to-do clientele, with many wants and ample means. Only morning daily within 100 hundred miles.

ILLINOIS.

GRAIN DEALERS JOURNAL (◎◎), Chicago. Largest circulation; best in point of quality.

BAKERS' HELPER (◎◎), Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MASSACHUSETTS.

BOOT AND SHOE RECORDER, Boston (◎◎), greatest trade paper; circulation universal.

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

TEXTILE WORLD RECORD (◎◎), Boston, is the "bible" of the textile industry. Send for booklet, "The Textile Mill Trade."

MICHIGAN.

GRAND RAPIDS FURNITURE RECORD (◎◎). Only national paper in its field.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" journal (◎◎).

NEW YORK.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎), Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

THE IRON AGE (◎◎), established 1855. The recognized authority in its representative fields.

ENGINEERING NEWS (◎◎).—A technical publication of the first rank.—Sun, Pittsfield, Mass. E. News prints more transient ads than all other technical papers; 1½ & 3c. a word. Try it.

VOGUE (◎◎), the authority on fashions. Ten cents a copy; \$4 a year. 364 5th Ave., New York.

HARDWARE DEALERS' MAGAZINE.

In 1904, average issue, 17,500 (◎◎).
D. T. MALLETT, Pub., 233 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

ELECTRICAL WORLD AND ENGINEER (◎◎) established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

CENTURY MAGAZINE (◎◎). There are few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

THE NEW YORK TIMES (◎◎), daily, bears "All the news that's fit to print" into over 100,000 homes within 25 miles of Times Square; rigidly censors advertising; quantity of quality.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great-influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

PENNSYLVANIA.

"THE PHILADELPHIA PRESS" is a Gold Mark (◎◎) Newspaper, a Roll of Honor Newspaper, and a Guaranteed Star Newspaper, the three most desirable characteristics for any Newspaper. Circulation, daily average 1904, 113,242.

THE PUBLIC LEDGER (◎◎)—Independence Hall and Public Ledger are Philadelphia's landmarks; only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. 52,540 more advertisements April, May, June and July than same period 1904.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuming a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

NORFOLK LANDMARK (◎◎) the recognized medium in its territory for investors and buyers. Holds certificate from the Association of American Advertisers of bona fide circulation. If you are interested, ask to see voluntary letters from advertisers who have gotten splendid results from LANDMARK.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), one of the Golden Dozen Newspapers.

CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,883, flat rate.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

EST issued every Wednesday. Subscription price, two dollars a year, one dollar for six months in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES.

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$5; 250 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,

Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, SEPT. 20, 1905.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

TESTIMONIALS.

Nothing in advertising wears like the testimonial. Simply on the statement of what a medicine, a device, a commodity has done for the pleased purchaser, fortunes have been built up. As advertising is a game of confidence, so the ultimate expression of confidence and assurance is embodied in the testimonial. "I have used—" The words are magic. There is nothing to beat them, nothing to be said after them. The testimonial is understood in all languages, by all ages, in every grade of society. Old Doctor Scaram, the great blood specialist, who has a remedy that all the other doctors have failed to find, pulls new and ever new

business with the strong statement of some weak man. The Aeolian Company, selling a high form of esthetic pleasure and culture, gives you the word of Paderewski, Grieg and Richard Strauss that the Pianola with the Metrostyle is the only artistic piano-player.

This company makes no secret of the fact that the testimonial has been the largest element in the strength of its advertising, for in the early days, when it was a small, young, struggling corporation, cutting its teeth on a perforated music roll, the word of famous pianists, singers and composers, with patronage of royal families, removed the natural doubt as to the piano-player's musical standing—demonstrated the difference between music and a music-box.

* * *

And in all the walks of life between the testimonial may be found as the backbone of advertising. "We would not be without it for a thousand dollars if we could get another." Look through the vigorous catalogue of the Kalamazoo Stove Company, archtype of catalogues. There are statements that may not be controverted, so forceful and plain are they, so clinched and double-clinched and copper-riveted with the signed guarantees of bankers, the offer of a free trial, the deposit of government bonds. Incontrovertible! Ah, yes—and for that reason more likely to rouse the suspicion of the not-too-acute reader far away from banks and government bonds. Good strong statements, yes—but this danged advertising—! How much of it can you believe—how much do we dare believe. Yet finally, here in the back of the book is the most comprehensive testimonial that ever flowed from the pen of man—over ten thousand names of cities, towns, villages throughout the land where actual purchasers live. Here is our own town, by jing! and a letter to the company brings the names of Sally Harper, Jed Scribner, Markey McClure, who have bought Kalamazoo stoves, and say that they

are as represented, and that the catalogue is all true—you musn't be afraid of its convincing language.

* * *

Formerly the testimonial might be any favorable letter that came in unsolicited. "Three years ago I was not expected to live, when a friend recommended your marvelous medical discovery; six bottles, at a total cost of \$5, saved me from the grave." Then it was a letter that men went forth to hunt, and bore the signature of a Congressman or Senator. "I have brought your wonderful specific to the attention of many of my friends since coming to Washington, and consider it all you claim in every way." Nowadays, however, the testimonial is written by the advertiser himself. It not only advocates, but advertises in detail. What explanation, other than a vigorous heading and an illustration, is needed with a testimonial like this:

Pastor's Study, Robinson Run, United Presbyterian Church.

McDONALD, Pa., May 5, 1905.

The Peck-Williamson Company, Cincinnati:

DEAR SIRs—The severe winter just passed afforded ample opportunity to test the merits of the Underfeed Furnace you installed in our parsonage last October. It fully met every demand made upon it. We are ready to affirm that it surpassed all claims you advanced for it, and I would emphasize the following points of excellence:

1. There are ten registers in our home, one in each room, half on the second floor. The house was heated effectively at all times, even in the coldest weather.

2. Only a few times during below-zero weather did I have to feed the furnace more than twice in 24 hours. In mild weather I frequently did not touch it in 36 to 40 hours, except to regulate draught.

3. I had no difficulty in operating the furnace.

4. We burned last winter not quite 375 bushels slack, costing us 4 cents per bushel, delivered, total \$15.

Needless to add, it is my belief that you have solved the problem of providing a furnace that will give abundance of steady heat, at minimum cost for fuel. Yours very sincerely,

(Signed) J. W. ENGLISH, Pastor.

Perhaps this is the thing at its best, for in advertising information is the chief desideratum. The testimonial has followed the gen-

eral trend of advertising evolution along with other details.

* * *

The testimonial chaser of a big New York business house, it is said, knows three varieties of the article. First, there is the testimonial of the testator who is not only willing to testify, but knows how to do so in a way that gives his utterance advertising value. Second, there is the willing testator who cannot write an acceptable letter. To forever bar him from testifying on this account would be a pity. The testimonial chaser doesn't, but writes the letter himself. Third, is the letter of the testator who not only cannot write one, but who probably wouldn't if he could. The ways by which the chaser gets expressions of good will from him are various, devious, yet certain—for his job depends on it. No statistics are at hand to show whether one of these classes is growing more rapidly than the others. But is it presuming too much to hope that, tutored by the direct expression of the adman, a nation of testimonial writers will be evolved who can not only say "We have used," but show actual results and "reasons why?" Will the testimonial of the future, endorsing and bracing blood tonic, go beyond the stage of improved appetite, gain in weight, the astonishment of friends, the chagrin of Charon, and demonstrate that after so many bottles the percentage of hemoglobin rose from 65 to 98, and the blood count increased such-and-such a percent at such-and-such a monetary cost per red corpuscle?

THE Natural Food Company, of Niagara Falls, have arranged for their 1906 magazine and newspaper campaign for Shredded Wheat Biscuit and Triscuit. The placing of this business has been awarded to the Frank Presbrey Company, the designs and plates will be prepared by the George Ethridge Company and copy will be written by Mr. T. A. DeWeese, the Director of Publicity for the Natural Food Company.

IN the town of Freiburg, Germany, all outdoor advertising is controlled by the city.

THE argument that proves effective over the counter is the argument to incorporate in your ad.

THE Cleveland *Leader* has leased a new building on Superior street, that city, and will install a model mechanical plant. The new quarters are to be ready by November 1.

A BRANCH postoffice is to be established at Times Square, the increase of mail in that section since the New York *Times* moved into its new building making a sub-station necessary.

SPEAKER MANN, of the Kansas City Council, recently advanced as an argument in favor of billboards "that people pay taxes on their property by renting it for billboard purposes."

THE Commercial Club of Des Moines, Ia., issued a special edition of the Des Moines *Capital* on September 6th. The paper was entirely devoted to exploiting Des Moines as a prosperous business community and as a desirable place in which to live.

THE August number of *The Brooklyn Edison*, the business periodical issued by Edison Electric Illuminating Company, of Brooklyn, is devoted wholly to Coney Island. Views of Coney's electrical displays in two and three colors are shown, and the fact is brought out that the current for all of them is furnished by the Brooklyn Edison Company.

THE public is not suspicious. It will have confidence in you unless by ignorance, incompetence or deception you drive it in the other direction. The tendency of people to trade at your store is your best asset. That is why every act and every integral part of your policy should be carefully considered before it is beyond recall.—*The Hardware Trade*.

The Critic, of New York, calls the *Argonaut*, of San Francisco, "the brightest weekly published west of the Mississippi." The compliment is deserved.

For the double purpose of stimulating travel and of keeping tab on their conductors the trolley lines of Mexico City give a lottery ticket to each passenger on their cars. Two hundred prizes aggregating \$2,000 in value are distributed each month, the drawings being held under government supervision and the winning numbers announced in the cars.

Appleton's Booklovers Magazine announces that the following well-known advertising managers will constitute the committee to decide on the best answer submitted in connection with the prize competition, which begins in their October number: C. W. Cheney, Mellin's Food Company, Boston; Irving Cox, Peter's Milk Chocolate, New York; Truman A. De Weese, Shredded Wheat Biscuit Company, Niagara Falls; F. B. Middleton, Jr., The Victor Talking Machine Company, Philadelphia; John E. Root, the New York Central Railroad, New York.

DEATH OF MRS. GEORGE H. DANIELS.

Mrs. George H. Daniels, wife of the General Passenger Agent of the New York Central Railroad, died September 7 at Lake Placid, N. Y., the family's summer home in the Adirondacks. Mrs. Daniels had been ill for some months. Five weeks before her death her condition became so serious that Mr. Daniels left for Lake Placid to remain at her bedside constantly. Mrs. Daniels was born at Elgin fifty-five years ago. She was married to Mr. Daniels in 1870. The funeral was held at Troy, N. Y. Besides Mr. Daniels, two children survive her—J. C. Daniels, a business man of Chicago, and Miss Harriet Daniels, who was at the Lake Placid home when she died.

THE Pueblo *Chieftain*, one of the oldest daily papers in Colorado, has just celebrated its thirty-seventh birthday.

THE advertising trade press is the legitimate and, after all, the most economic medium for carrying the announcements of the publisher to the advertiser.—*The National Advertiser*.

WHERE there is lack of competition there are dead merchants. All of us need more or less competition to keep us hustling and inventing newer and better ideas and methods.—*The Hardware Trade*.

"THE Picture Gallery of the Poor" is the phrase employed by the Brooklyn Billposting Co., to describe billboards. The choice of words is not altogether happy. Advertisers are not attracted by being told that the people reached by any medium are poor.

THE American Cigar Company, 111 Fifth Avenue, New York, is conducting an extensive campaign of advertising for the Cubanola cigar and the Recruit cigar on the Pacific Coast. The business is placed by the Ben B. Hampton Co., 7 West 22d street, New York.

AN OLD ADVERTISEMENT.

A Rhode Island lady, who visited Albany eighty-seven years ago (in 1818), notes in her diary the following advertisement that she saw there, on a sign:

"I, John P. Jones, put this sign here
To let you know I keep good beer;
I have made my board a little wider
To let you know I keep good cider."

Of all objectionable forms of advertising the sticking of labels on loaves of bread is the worst. The resemblance of the stickers used to a postage stamp gives rise to unpleasant reflections. Crackers are branded with a trademark in an inoffensive and oftentimes ornamental way. Why cannot bread be branded in a similar manner?

WHITE'S Class Advertising Company, the Chicago agricultural publicity agency, has opened an Eastern office at 150 Nassau street, New York City.

As a business proposition optimism is the surest, and safest, and best-paying investment. The pessimist and hard luck are inseparable companions.—*Michigan Tradesman*.

NOVEL INSURANCE.

In Berne, Switzerland, there is a company that insures working people against non-employment. Those who take out a policy receive from the association a fixed stipend when out of work, provided of course that the lack of employment is not due to their own unwillingness to work.

BROOKLYN is to have a new department store which, it is said, will be the largest establishment of its kind in the Eastern District. The building will be opened October 1st on the corner of Lexington and Ralph Avenues and Broadway, Brooklyn. Business will be conducted under the firm name of the H. W. Schreiber Co.

"WAIT a minute," said the young man.

He took an envelope from his pocket and jotted down a few enigmatical notes. "Red ties brought to left, frock coat further to right, fancy waistcoat lower down in back."

"I am going to work out an improvement in the furnishing of that window," he explained. "Tomorrow I will present my ideas to the manager. If he likes them, and adopts the scheme, I'll get \$5. Many store windows are now trimmed by request. Lots of people not in the window trimming business hit upon artistic ideas. Most firms welcome good suggestions and are willing to pay for them. This house is one of the generous kind. I have already earned three \$5 bills."—*New York Sun*.

THE first handkerchief concern to adopt a trademark and undertake a liberal advertising campaign is John Pullman & Co., 515 Broadway, New York. The Pullman house is one of the oldest and largest in the handkerchief trade and its product has been known for decades to dealers. Now it is proposed to acquaint the consumer with the name Pullman and all that it stands for in handkerchiefs. The advertising is being placed by the Ben B. Hampton Co., 7 West 22d street, New York.

A VALUABLE AND PRACTICAL DEVICE.

One of the most useful office requisites is the Automatic Telephone Card Index, whose ad is on another page of this issue. This index contains sufficient space to insert 170 names alphabetically arranged, with whom you communicate most frequently. The index case is made of aluminum, and weighs with the cards only 4 ounces. A sample will be sent prepaid to any address for 50 cents, by addressing the Automatic Card Index Co., Utica, N. Y.

CYRUS TOWNSEND BRADY, in an article in *The Critic*, predicts the passing of the ten-cent magazine. "I dare venture the prophecy (he says) that the day of the ten-cent magazine is fast disappearing, and that the better known and more meritorious periodicals at present in that class will soon increase their price. 'The developments of recent weeks have fulfilled this prediction,' says the *Des Moines Register and Leader*. The *Ladies' Home Journal*, *Everybody's*, and *Good Housekeeping* have increased their price to fifteen cents, and there is good reason to believe that several other standard magazines contemplate similar action at an early date. The truth of the matter is ten cents is too small a price under present conditions for the best of the ten cent magazines, although there are others for which ten cents is just about nine cents too much."

A TRAVELER just returned from Manchuria reports that the brands of well-known articles of American manufacture are being widely counterfeited to the detriment of the genuine articles. American condensed milks are mentioned as among the articles that are suffering from this cause. Another victim of the counterfeiters is Colgate's soap which appears as "Culgate's Soap." It is suggested that manufacturers selling goods in the Chinese market should have their trademarks printed in Chinese characters as well as in English since to the vast majority of Chinamen labels printed in English are as unintelligible as is the label on a Chinese tea chest to us.

SOUTHERN FARM PRESS LEAGUE.

The Southern Agricultural Press League, recently organized at Norfolk, Va., has elected the following officers: President, B. Morgan Shepherd, *Southern Planter*, Richmond; secretary-treasurer, William Cooke, *Southern Fruit Grower*, Chattanooga. A vice-president and executive committee at the next annual meeting of the league, which is to be held at Atlanta this fall. The following publications participated either by their representatives or by proxies: *American Nut Journal*, Petersburg, Va.; the *Southern Planter*, Richmond, Va.; *Tri-State Farmer and Gardener*, Chattanooga, Tenn.; *The Diversified Farmer*, Anniston, Ala.; the *Southern Ruralist*, Atlanta, Ga.; *Cornucopia*, Norfolk, Va.; the *Nut Grower*, Poulan, Ga.; the *Farmers' and Planters' Guide*, Baltimore, Md.; *Oklahoma Farmer*, Guthrie, Okla.; *Progressive Farmer*, Raleigh, N. C.; *Midland Farmer*, St. Louis, Mo.; *Southern Farmer*, Birmingham, Ala.; *Southern Cultivator*, Atlanta, Ga.; *American Truck Farmer*, St. Louis, Mo.; the *Industrious Hen*, Knoxville, Tenn.; *Southern Agriculturist*, Nashville, Tenn.; *Southern Fruit Grower*, Chattanooga, Tenn.

BOOTH STAYS IN DE-CANADIAN DRUG HOUSES TROT. TO COMBINE.

Ralph H. Booth, formerly general manager of the *Detroit Tribune*, which has been consolidated with the *Detroit News*, will remain in that city and manage from his office in the Union Trust Building the *Grand Rapids Herald* and *Cleveland World-News*.

COMMENTING on the havoc the mail-order houses are playing with the trade of the country stores the editor of *Hardware Trade* says: "The catalogue houses have built up their trade by the use of pictures and by advertising prices, making low prices on goods with which the consumer is well acquainted and getting the profit back on other lines which the consumer does not know so well. To meet this competition the country merchant must use the same methods as the catalogue house. He must advertise; he must give prices in his advertisement and he must use illustrations whenever possible. Were it not for the pictures in the catalogues the retail catalogue houses would not sell one half the goods they do."

If legitimate business were like a game of draw poker—if life were altogether a case of "dog eat dog"—*Blow, Brag, Bluster* and *Bluff* would be the prime requisites of an advertising man. But business being what it is—a fair exchange of value for value—and advertising being what it is—simply one of the means of facilitating that exchange—the advertising man whose advice and assistance you want is not the Big I man who claims "to know it all," but the faithful, conscientious, energetic employee, endowed with the genius of hard work and common sense rather than with hypnotic power, and possessed of a genuine concern for your success, greater than his desire to pose before the public as the architect of your fortune.—*Agricultural Advertising*.

Consul-General Holloway, of Halifax, reports that the wholesale drug houses of Canada, 17 in number, are to be combined in one company, with a capital stock of \$6,000,000 and headquarters in Montreal. This is announced as resulting from the formation of the Wholesale Druggists' Association, and to be with the idea of economy in carrying on the business. In places like St. John, where there are several wholesale drug houses, one will gradually absorb the others. Three members of the Wholesale Druggists' Association have been in Halifax consulting the local men and getting options. It is said that 16 of the 17 dealers in Canada have agreed to join the company.

THE E. Katz Special Advertising Agency of 230 to 234 Temple Court Building, New York City, and 317 & 318 United States Express Building, Chicago, now represents quite a list of the leading Connecticut newspapers, viz.—the *Ansonia Evening Sentinel*, which has a circulation of over 5,000 copies daily, the *Bridgeport Evening Post*, which has a circulation of over 11,000 copies daily, the *Bridgeport Telegram-Union*, morning edition, which is now printing 10,000 copies daily, the *New Haven Union*, the leading evening paper in that city, having a circulation of 16,000 copies, and the *New Haven Palladium*, issued mornings, which now guarantees a bona fide paid circulation of 8,000 copies daily; the *New London Day*, the leading evening paper, with 6,000 circulation daily, and the *New London Morning Telegraph* having 3,000 daily circulation; the *Torrington Evening Register* with 2,500 daily circulation. All these papers furnish detailed statement of circulation and the most of them are represented in the Roll of Honor. Advertisers will make no mistake in including this list in their estimates when making contracts throughout Connecticut.

WILLARD E. CARPENTER has been appointed advertising manager of the *Chicago Chronicle*.

TO COMPILE ADVERTISING STATISTICS.

The International Advertising Association has engaged Clarence B. Hurry, lately a statistician with the Department of Commerce and Labor, Washington, to organize a bureau at its New York offices in the Flatiron Building for the preparation of advertising statistics. Mr. Hurry was for a time in charge of the Government's census bulletins on agriculture, has studied statistics of municipal finance, municipal ownership and labor unions, and done other important work. He believes that advertising offers a rich, virgin field for statistical investigation, and that material of practical value to advertisers can be accumulated.

GETTING NEXT TO THE FARMER.

Business is pretty much the same the world over, and the energetic man is the one to go ahead whether he be in the city or country; yet there is a difference between the country and the city store. The country merchant is at all times in closer contact with his customers. He is in closer touch with their daily life and they often come to him for counsel and advice in the management of their farms and orchards. To make yourself "solid" with a farmer it is first necessary to gain his confidence and give him yours in return. Having his confidence means his friendship, and, likewise his family's custom. Keep in constant touch with him. Keep him advised of any new goods arriving or any specials offering and of every other feature of your business that is for publicity. In that way you please customers and, unperceived by them, you influence them to recommend you to their friends and acquaintances, which assures new trade and makes the old more permanent.—*Michigan Tradesman.*

IS THE SIX CENT SUNDAY NEWSPAPER COMING?

General Charles H. Taylor, publisher of the *Boston Globe*, believes that the six-cent Sunday newspaper is not only feasible but that it is the only means whereby the Sunday issue can continue to be published on present lines. Thirty years ago when the first Sunday newspapers were evolved, they were seldom larger than four pages and sold for five cents, the same price as the present blanket sheets of sometimes more than one hundred pages. The Sunday newspaper has grown enormously since then, General Taylor says, not only in size and in the cost of making but also in the cost of handling. The present expense of transportation alone, if it could be saved, would represent a profit larger than the average profit on the Sunday newspaper to-day. The newsdealer gets a very small percentage—so small that in many of the outlying towns of New England, the Boston Sunday papers are now sold at six cents. With all this growth in size and cost there has been absolutely no increase in the retail price. General Taylor believes that the price of the Sunday newspaper all over the country should be raised simultaneously to six cents by agreement, or, if this is not done, that the newspapers of some one city should agree upon the six cent price and adopt it. He says that an increase to six cents would not make a difference of one thousand copies in the circulation of any Sunday newspaper in the country, provided all its competitors went up to the same price. This is demonstrated by the fact that where newspapers have raised their price from three cents to five cents, there has been practically no decrease in circulation provided the papers were worth it. Plans are now afoot, it is said, to lay this matter before the American Newspaper Publishers' Association. It may also be informally discussed this week at the meeting of the Associated Press in New York City.

The Tradesman, a weekly class journal published at Chattanooga, Tennessee, evidently believes in straight newspaper advertising. "The average merchant has lost more money to the square inch in advertising than in perhaps any other channel of business," it says, adding "the largest loss is experienced by spending money in picnic programmes, church papers sign board placards, theater programmes, etc."

FARM PUBLISHERS IN MANITOBA.

A large party of publishers of American agricultural papers recently completed a tour of the Canadian Northwest, viewing the new wheat country that is proving so strong an attraction to farmers on this side of the line. Among those who made the tour were:

B. F. Bilitier, *Farmers' Guide*, Huntington, Ind.; Prof. Thomas Shaw, *Orange Judd Farmer*, St. Paul; C. A. Shamel, *Orange Judd Farmer* and *American Agriculturist*, New York; B. W. Snow, *Farm and Home*, Springfield, Mass.; D. W. Rankin, *The Farmer*, St. Paul; George B. Briggs, *New England Homestead*, Springfield, Mass.; J. L. Kingsbury, *Indiana Farmer*, Indianapolis; F. DuPuy, *Iowa Homestead*, Des Moines, Ia.; W. C. Allen, *Dakota Farmer*, Aberdeen, S. D.; Col. James M. Emery, *Farmers Review*, Chicago; E. E. Patton, *National Stockman and Farmer*, Pittsburg; Prof. McKay, *Successful Farming*, Des Moines, Ia.; Randolph Ray, *Up-to-Date Farming*, Indianapolis; B. W. Snow, *Farm and Home*, Chicago; H. A. Heath, *Kansas Farmer*, Topeka, Kan.; Mr. Lindsay, *Montreal Star*, Montreal; J. C. Billingslea, *Ohio Farmer*, Cleveland, and *Michigan Farmer*, Detroit; Willis Williams, *St. Paul Dispatch-Farmer*, St. Paul; A. W. Brokaw, *Minneapolis Weekly Tribune*, Minneapolis; J. P. Limeburner, *The Commoner*, Lincoln, (Neb.); Newton V. Ashby, *Wallace's Farmer*, Des Moines, Ia.; A. B. Brightman, Brightman & Brown Advertising Agency, St. Paul.

NEW HOME FOR TIFFANY

Tiffany & Co. are now installed in their new building at Fifth avenue and 37th street, New York. The seven-story marble structure which houses this famous firm is the fourth that has been occupied in the past seventy years. No sign or mark of any kind is to be found on the exterior. Only the big clock from the old Union Square store is there to identify the concern. It is assumed that everybody will

know what firm is inside. In this connection it is interesting to recall that Brokaw Bros. disdained any mark or sign on their new building at Cooper Square when it was first occupied, on the assumption that everybody knew Brokaw's. But to-day this clothing business is liberally equipped with signs. The new Tiffany Building is modeled after the Palazzo Grimani, in Venice, and is entirely fireproof. Externally it gives the impression of three stories, but internally is divided into seven floors. The color scheme of the first floor is gray. The coffered classical ceiling is supported by columns of purplish gray Formosa marble, with composite capitals. The woodwork is of a close grained Philippine teak. The elevators are of the finest artistic steel work in this country. Back of the main elevators is a special exhibit room trimmed in ash and with a coffered ceiling inlaid with brass. The portion of the second floor facing Fifth avenue is devoted to the exhibition of bronzes. The remainder of the second floor is devoted to the accounting, correspondence and mail-order departments. The larger part of the third floor is given over to the pottery and glass department. Here also are the registry offices and order departments. On the fourth floor are the library, heraldic, designing, engraving and photo-engraving, departments. The fifth has the goldsmiths' shops and the diamond cutting and polishing departments. The sixth contains the clock department and store rooms. The safe deposit vaults are in the sub-basement. Large iron bars lacquered with silver bronze surround them. The main vault is under the Fifth avenue sidewalk. Encased on all sides by gun metal, it seems a bombproof shelter. The shipping room is under and back of the Thirty-seventh street sidewalk. Here all packages from the various departments are loaded into delivery wagons. They are then raised by an elevator to the protected vestibule inside the building.

GOOD LINES FROM THE RALSTON HEALTH SHOE CATALOGUE.

The Ralston Health Shoe is a scientifically made shoe from toe tip to pull strap. Most shoes are made on "stock" lasts which pay but little heed to the requirements of the foot. "Ralston" lasts are the result of years of painstaking study and experiment and are true to every line of the natural foot. They provide ample room for the toes, are properly shaped for the instep, support the arch of the foot correctly, and are so formed at the heel that all irritation and needless friction is done away with.

Put your hand into your old shoe to-night and feel the mounds and hollows which the bones of your feet have actually had to hammer into the sole before those new shoes were "broken in." These curves exist in the "Ralston Shoe" when you buy it, giving you the "old shoe comfort" with the new shoe appearance.

No other shoe has a winter sole like ours. First—outsole of best bark-tanned leather, treated with our famous waterproof compound, which also greatly increases the wear in leather. Second—wool, felt and rubber cushion—gives easy tread, repels dampness, prevents squeaking. Third—half sole of best leather. Fourth—full sheet cork sole (the virtues of a cork sole are well known); it adds another cushion, keeps out dampness and cold. Fifth—best leather innersole. Dampness excluded. Cold insulated. Feet comfortable.

Comfort—Style—We talk comfort first, but we ask you to particularly note in the following illustrations the superiority of our styles, and especially the originality and beauty of the designs.

The key to popularity is *goodness* and the essence of goodness is *character*. So permeated are Ralston Shoes with a discriminating sense of good taste that their quality creeps into you before the price is mentioned.

A shoe need not be ugly on the

outside to be comfortable on the inside.

Style demands a shoe that looks well. Service demands a shoe that wears well. Ralston shoes fill both requirements.

"WHILE I know that the great device of modern business methods is system and what they commonly call the 'follow-up' plan," said a middle-aged citizen, "I think that a recent experience of mine will just hold the record for the keeping of long distance tabs. It is now all of forty years ago that I went to a small private academy here in which French was a mainstay of the curriculum. As I recall it now, it could not have been a howling success as an institution for the education of youth. Yet the other day I received a copy of the old school catalogue, with my name carefully marked in the list of students. Along with the catalogue came a letter from the former vice-principal of that vanished and forgotten academy, in which he set forth that he was now principal of a school for boys, and that he was sure that I would wish to have my own son educated in accordance with the principles that had proved so successful in my own case. I have no idea how he managed to do it, but it struck me as a monument of genius."—*New York Sun*.

Two special issues of *Farm and Home*, Springfield, Mass., are scheduled for October 15 and November 1. Extra copies to the number of 250,000 will be mailed to names furnished by the paper's subscription agents on those dates, no additional charge being made for this extra circulation to advertisers. Forms close October 5 and 20.

GRIFFIN FROST, for many years publisher of the Knox County *Democrat*, of Edina, Missouri, has sold that paper to C. W. Mulinex, publisher of the *Labelle*, Missouri, *Star*. Mr. Mulinex will divide his time between his two properties.

COMBINATION OF OHIO DAILIES TO GET FOR- EIGN BUSINESS.

Forty Ohio dailies have formed the Ohio Select List of Daily Papers to secure Eastern representation through Robert Tomes, 116 Nassau street, New York. A Western office in the First National Bank Building, Chicago, is in charge of C. W. Wallace. Only one paper in a town is admitted to this list. Some of the papers are the following:

Ashtabula Beacon-Record, Bowling Green Sentinel, Coshocton Age, Defiance Express, Elyria Chronicle, East Liverpool Review, Findlay Republican-Jeffersonian, Hamilton Republican-News, Ironton Irontonian, Kenton Republican, Lancaster Gazette; Lima Republican-Gazette, Lorain Times-Herald, Massillon Gleaner, Martin's Ferry Times, Middletown Signal, Marion Star, Newark Advocate, Norwalk Reflector, Painesville Republican, Piqua Call, Portsmouth Times, Salem News, Sandusky Register, Troy Record, Urbana Times-Citizen, Van Wert Bulletin, Wooster Republican, Warren Chronicle, Zanesville Times-Recorder.

THE MOST OBSCURE AMERICAN INDUS- TRY.

When an advertiser wishes to use newspapers, magazines, trade or farm or religious journals, street cars, billboards, bulletins or any other medium of this sort, he has no difficulty in getting in touch with them through directories, agents, associations and controlling companies. These mediums are marketed in a systematic way. He can find them, and learn all about them.

But when he wishes to use advertising novelties the conditions are quite different. There are said to be 120 regular manufacturers of advertising novelties in the United States, employing 500 salesmen and 6,000 workpeople. There is a National Association of Advertising Novelty Manufacturers. The industry is palpable enough, with dozens of large factories and small ones scattered over the country. Yet it is the most obscure industry in the United States so far as prospective purchasers are concerned.

The value of the advertising novelty is symbolized in its name. Most advertisers want something

new and novel. When the use of an advertising specialty seems feasible, the advertiser wishes to know what is being made by all these plants, what is new, what is best for him. But there is no place where he can secure any information of this sort, so far as the Little Schoolmaster knows, nor can he always learn where a certain article that he requires is manufactured. Of all the inquiries that come to 10 Spruce street the most numerous are letters like the following:

HOLLY SPRINGS, Miss., Aug. 29, 1905.

Editor of PRINTERS' INK:

GENTLEMEN—Can you put me in touch with some manufacturers of leather advertising novelties?

The information will be greatly appreciated.

Very truly,

GEO. M. RITTELMAYER,
Ad-Writer.

SEATTLE, Wash., August 27, 1905.

Editor of PRINTERS' INK:

GENTLEMEN—Oblige a subscriber and constant reader by advising who can and will supply printed lead pencils for advertising purposes.

Be it understood that I want a pencil good enough to be used for writing. Should like to have prices in 1,000 lots or more.

I thank you in advance.

Very truly,

R. D. MACAUSLAND.

THE J. B. WILLIAMS COMPANY,
Shaving and Toilet Soaps.

GLASTONBURY, Conn., August 30, 1905.

Editor of PRINTERS' INK:

DEAR SIR—Can you give us the addresses of two or three manufacturers of wire display racks, such as would be suitable for holding say half a dozen of our Shaving Sticks on a counter? If you are able to furnish us with any such addresses, we shall be greatly obliged, and thanking you in advance we remain,

Yours very truly,

THE J. B. WILLIAMS COMPANY.
By B. A. Welch.

With a view to seeing whether this important industry cannot be resurrected, and brought to light, and made available to the advertisers who are constantly trying to get in touch with it, PRINTERS' INK proposes to establish an Advertising Novelty Directory, in its classified columns. Every manufacturer of an advertising novelty, great or small, ought to have his card in this directory regularly. It will bring him business. He ought, moreover, to tell what he manufactures, and to announce every new advertising device he brings out, perhaps indicating its cost and uses. A

small minority of the manufacturers in this industry have secured good results from the Little Schoolmaster's classified ads, but there have never been enough of them to satisfy the constant demand for such specialties. Novelty houses can advertise at the rate of twenty cents per line per week. Six words make a line. Five per cent discount is granted for check with order and copy each time. Ten per cent discount is granted if check is sent in advance for a specified number of lines to appear for a whole year, or fifty-two consecutive weekly issues. Two lines is the smallest advertisement accepted. Copy may be changed any time free of charge:

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 25¢ com. 3 samples, 10¢. J. C. KENYON, Owego, N. Y.

CRYSTAL Paper Weights with your advertisement, \$15 per 100. Catalog adv. novelties free. ST. LOUIS BUTTON CO., St. Louis, Mo.

NEW lines of syndicate cuts (no two systems alike) that are selling well in old territory. Experienced local or travelling agents wanted. P. O. BOX 86, Los Angeles, Cal.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

NEW AGENCY IN DIXIE.

The Southern States Advertising Co., has been incorporated at Nashville, Tenn., with \$15,000 capital, and is now ready for business in the Cole Building, that city. A general agency business will be conducted. The officers are: T. W. Allen, president; E. C. Kleeman, vice-president; S. P. Jones, Jr., secretary and treasurer, and Albert Durham, general manager. Directors: C. G. Finney, chairman; E. H. Roy, E. C. Kleeman, S. P. Jones, Jr., Albert Durham and T. W. Allen.

DURING the week beginning September 11 the Siegel-Cooper Store, New York City, celebrated its ninth anniversary with special sales and store attractions. The store now contains eighty-six separate departments, recent additions being china and bric-a-brac sections.

OUR POSTOFFICE.

The Postoffice Department recently ruled that insets in the nature of samples will no longer be permitted in periodicals mailed at second-class rates. Heretofore a favorite form of advertising among paper men has been to print their announcement on the special paper they wished to advertise and to contract with journals reaching the printing trade to bind these insets among their advertising pages. Under the new ruling such insets will debar the paper accepting them from the second-class rate, the Department holding that insets in the nature of samples are virtually merchandise. Special papers are used by nearly all the leading magazines for their covers. It would be interesting to know what would happen if the manufacturer who supplies *Harper's Magazine* with its cover paper should take it into his head to announce that fact in the advertising pages of *Harper's*. The cover of *Harper's* would then become a sample of the paper manufactured by the mill that supplies it. Yet any magazine has the right to use any paper it pleases for its cover pages, and any manufacturer of paper may advertise his product in *Harper's Magazine* if he has the price. The *Century Magazine* bears the imprint of the DeVinne Press and is a sample of the excellent work done by that establishment. Photo-engravers are in the habit of announcing in the advertising pages of magazines that "the half-tones used in this issue were made by us." Manufacturers of printing inks show samples of their inks in the trade journals without exciting the displeasure of the Postoffice Department. Why not extend the ruling which affects the manufacturer of paper only so as to include the allied industries mentioned. If insets in the nature of samples are held to be sufficient reason for debarring a paper from transmission through the mails at second-class rates why should not anything in the nature of a sample be forbidden?

For advertisers there is a lesson in the following anecdote from the San Francisco *Argonaut*; namely, that in proving one's case care should be taken to avoid arguments and examples from which a deduction other than that intended may be drawn. A temperance lecturer, who wished to prove to his audience the deadly power of whiskey, caused a drop of water to be magnified and thrown upon a magic-lantern screen. The picture was a terrible one. Worms bigger than pythons, crabs bigger than elephants, spiders the size of a ship, fought together in the drop of water like fiends in the infernal regions. The lecturer now caused a drop of whiskey to be added to the water. The effect was marvelous. The liquor killed all those ferocious horrors instantly. Their vast claws and tentacles and feelers stiffened. All became peaceful and still. An old lady in the front row whispered hoarsely in her husband's ear: "Wall Jabez, that settles me. I'll never drink water again 'thout puttin' some whiskey in it."

EIGHT PAGE INSETS TO BE USED BY THE AEOLIAN COMPANY.

A feature of the advertising sections of the leading magazines in October will be an eight page inset advertising the Aeolian Company. It was only a few years ago that the four page inset was considered a daring innovation and even now there are few advertisers who will venture to use so much space in a single magazine.

"People interested in music," said Mr. John Irving Romer, advertising manager of the Aeolian Company, to a reporter of **PRINTERS' INK**, "will read a long article in the body of a magazine, describing, let us say, The Development of the Piano, and they will read with equal interest a similar story in the advertising pages, provided the tale the advertiser tells is deserving of attention. A little editorial paragraph that recently appeared in **PRINTERS' INK**

voiced this same idea: 'No advertisement is too long that holds the reader's attention to the end. The data we have collected show that the general public is reading magazine advertisements more carefully than ever before. If the advertiser's story is worth telling and is told reasonably well he can count on a vast audience among the readers of the high class periodicals. People nowadays read and absorb arguments of length to an extent unheard of when advertising was in its infancy. The old sign ad theory—based on the idea that people will not read more than a few words of any advertisement—is wholly discredited by modern experience. In the case of the Aeolian Company we do not guess we *know* that the public reads carefully the four and eight-page insets we put before them. The high grade magazine, unlike the picture papers and the mediums carrying a frothy class of matter, are carefully read from cover to cover, and those advertisements that deserve it are read and pondered by everyone who is in the least interested in the article advertised."

The Aeolian Company, a ten million dollar corporation manufacturing the Aeolian, the Pianola, the Orchestrelle, the Pianola Piano, Weber Piano, and half a dozen other pianos and organs, ranging in price from a few hundred to many thousands of dollars, is distinctly an advertising success, its growth dating from the time that it began to use newspaper and magazine space extensively. It is to-day the largest user of space in the New York dailies, outside of the department stores, and ranks first among magazine advertisers in amount of space used. Its campaign for the fall, contracts for which have now been placed through the Publicity Company of New York, call for four and eight page insets in the October, November and December magazines. Fourteen different changes of copy will be used in these three months, with a view to making the copy suit the particular clientele of each individual magazine.

IN COLUMBUS, GEORGIA.

In Columbus, in the State of Georgia, there are two daily papers; the *Enquirer-Sun*, established in 1858, and the *Ledger*, established thirty years later. Until the year 1902 the editor of Rowell's American Newspaper Directory had never been able to secure a circulation statement from either of these papers, that could be called definite or satisfactory; but for that year, and the two following years the *Ledger* furnished statements of the accuracy of which the Directory editor has as yet seen no reason to entertain a doubt. In the latest issue of the Directory the *Enquirer-Sun* is credited with an "I" circulation (exceeding 1,000 copies), and the rating letter is followed by two black spheres the meaning of which is explained as follows:

(●●) This paper has, on one or more occasions, indicated a desire for a higher rating than was accorded in this book; but such definite information as would warrant a higher rating than is now given has not been obtained.

The *Enquirer-Sun* has directed PRINTERS' INK's attention to printed copies of some recent correspondence between the two papers, in which the *Ledger* most distinctly has the best of it. Mr. C. I. Groover, editor and proprietor of the *Enquirer-Sun* writes as follows:

COLUMBUS, Ga., August 30, 1905.
Editor of PRINTERS' INK:

We inclose herewith some correspondence and also a page from a recent edition of the *Enquirer-Sun* relative to the question of circulation in Columbus which may interest you a little.

A good while ago we wrote you two letters concerning the above question, asking if you could in any way arrange to bring about an examination of the circulation question in Columbus, but so far we have had no reply at all.

The reason why the Directory editor did not reply to the previous letters from the *Enquirer-Sun*, and would not be likely to reply in any similar case, is set forth in the paragraph printed below, which is one of the rules by which the Directory editor is guided in his work:

In a town where one paper gives information about its circulation that is definite and satisfactory, and another

gives information the accuracy of which no one would be justified in guaranteeing in the form in which it is given, a great deal of consideration is accorded to statements about the circulation of rival publications made by the publisher who has furnished definite and satisfactory information about his own paper, and very little to statements about the circulation of his rivals made by the publisher who fails to make a satisfactory statement about his own.

Readers of PRINTERS' INK may recall that some months ago the publisher of the *Oklahoman* at Oklahoma set up a similar claim of over-stated circulation on the part of the *State Capital*, published at Guthrie in the same territory, and as both papers had circulation ratings in Arabic figures the case was dealt with; and it is a regretted fact that the charge against the *State Capital* appeared to be sustained. Its circulation rating in the next issue of the Directory will be embellished by the doubt marks that have so long been applied in the cases of the *Philadelphia Item*, *Providence Telegram* and a few other papers.

Circulation statements, that can be relied on, from daily papers in the smaller cities of the Southern States are about as scarce as hens' teeth; but not quite—for a hen has no teeth.

For a good many years the Directory editor had so much confidence in the accuracy of all circulation ratings based on a publisher's definite statement, signed and dated, that he offered and paid a reward of \$100 for every such statement found in his book that could be proved to be other than accurate. Eventually, however, he found the system so distasteful to publishers generally that after paying the forfeit in about forty cases—in a period of ten years—he abandoned the practice. Some publishers, however, were sorry to see it discontinued, and in recent years such have been permitted to themselves put up the forfeit and to be designated in the book with the Guarantee Star.



A complete list of the papers

that thus invite investigation of their circulation ratings at the present time is given below:

Chicago, Ill.	Daily News
Chicago, "	Record-Herald
Decatur, "	Daily Review
Peoria, "	Star
Minneapolis, Minn.	Tribune
Minneapolis, "	Journal
Minneapolis, "	Farm, Stock and Home
Minneapolis, "	Svenska Amerikanska Posten
Philadelphia, Pa.	Bulletin
Philadelphia, "	Press
Pittsburg, "	Post
West Chester, "	Local News
Oakland, Cal.	Herald
Buffalo, N. Y.	Evening News
Troy, "	Record
Denver, Colo.	Post
Washington, D. C.	Evening Star
Sioux City, Ia.	Tribune
Baltimore, Md.	News
Boston, Mass.	Globe
Kansas City, Mo.	Star
Lincoln, Neb.	Daily Star
Red Bank, N. J.	Register
Akron, O.	Beacon Journal
Columbia, S. C.	State
Knoxville, Tenn.	Journal and Tribune
Richmond, Va.	Times-Dispatch
Racine, Wis.	Wisconsin Agriculturist
Toronto, Canada	Mail and Empire
Montreal, "	Star

That the name of the Columbus *Ledger* does not appear in the above list is not perhaps singular, for no paper in the State of Georgia, has yet a place in the Star Galaxy. It will be observed that in the entire South the only papers so distinguished are:

Kansas City, Mo.	Star
Columbia, S. C.	State
Knoxville, Tenn.	Journal Tribune
Richmond, Va.	Times-Dispatch

No publisher who has a bit of doubt concerning the accuracy of the circulation statement he allows to go out from his office would think of securing that Guaranty Star—that invites in-

vestigation—any sooner than he would think of committing suicide.

POSTAL CARD FAD.

The souvenir postal fad is growing until it threatens to tear all the banas that have hitherto kept Cosmos from bursting. Mr. Joseph Goldman, of New York, declares that his house alone sells \$2,000,000 a year in Europe, in postal cards, and \$500,000 a year in this country.

"But the souvenir postal is yet in its infancy in this country," he added. "Europe has been enjoying the craze for years, and we are making souvenir cards for practically every country on the face of the globe. For instance, we make cards bearing scenes of farthest Alaska, because the lone traveler in some lost canon hasn't time to stop his reindeer to buy a postal card—but we put them on sale in large cities, for the benefit of collectors. This branch of the postal craze has grown immensely, and now the country is full of collectors, who buy in lots of 200 or more whenever they can run across a fresh line and put them by with their thousands. Yes, the collecting fad has taken a firm grip and is hanging on with the tenacity of a bulldog that has obtained a jaw-hold on some unwary tramp.

"We are getting out a new line in Baltimore now—souvenir cards of before and after the fire, and views of your prettiest corners and most famous markers in history. Our photographer comes on in advance of the line, gets an assortment of pictures and turns them in to be done up in colors. He works the same way everywhere, and we have photographers on the road now wherever there is anything to photograph."—*Baltimore News*.

THE goose that lays the golden egg has been taken for the central theme of a forceful booklet on East Bellevue, a suburb being promoted by the Freehold Real Estate Co., Pittsburg. The goose that lays the golden egg is the man who pays rent, and the booklet shows him the futility of ever trying to get ahead of the rent game. An excellent piece of real estate literature.

The desirable offices at No. 10 Spruce St., occupied for thirty years by Geo. P. Rowell & Co.'s Advertising Agency, are now

TO LET

Immediate possession given: Rent free to January 1, 1906. Main Office 25x98. Admirably lighted (will be re-arranged to suit tenant); together with basement and sub-cellar of same dimensions. Cellar as dry as any office—absolutely free from any approach to moisture. Apply to

CHAS. J. ZINGG,

Business Manager of Printers' Ink, on the Premises.

ADVERTISING generates the most business when the right ads are used in the right mediums at the right time.

THE Chicago, Milwaukee and St. Paul Railway put out a little folder under the title, "Train Service for the Business Man Between Milwaukee and Chicago." Aside from the fact that it reflects credit on the printers—the Corbitt Railway Printing Company of Chicago—this folder is deserving of notice because of the unusual clearness with which the arrival and departure of trains are shown.

THE *Ad-Writer*, St. Louis, tells how sawdust was used by a local shoe dealer in his show window display. "The entire floor of the window was covered with sawdust, which had been dyed a rich shade of green. The covering was about one-half inch thick and carefully leveled. To give a finished appearance and an added neatness to the trim, mats of white cotton batting cut into different shapes—some round, some square, some oval—were used. The contrast of the rich green sawdust, the white cotton batting and the black lustre of the shoes made a very pleasing combination."

THE *Spokane Spokesman-Review* is circulating an attractive booklet containing views of the city. First settled in the summer of 1873, and with a population of only 38,848 in 1900, according to the federal census of that year, Spokane now has a population of more than 70,000. Six thousand new buildings have been erected in the past five years at a cost of more than ten million dollars. In a letter to the editor of **PRINTERS' INK** the publishers claim that "the only morning paper published in this field, and, in fact, the only morning paper thoroughly covering this extensive territory is the daily and Sunday *Spokesman-Review*. The daily has a sworn circulation of 18,000 copies each issue, and the Sunday a sworn average circulation of 25,000 each issue."

THE publishers of the *Scientific American* (New York) announce that single copies of their publication will hereafter cost ten cents instead of eight cents as formerly. The annual subscription price will be \$3 as heretofore.

WHEN BUSINESS ISN'T BUSINESS.

Every now and then somebody starts a discussion as to whether the Postoffice Department is run in a business-like way. It can be settled in half a minute by a simple statement. The postoffice is not business-like, because it refuses knowingly to lend itself to fraud, although the fraud offers it revenue. A gentleman wishes, let us say, to start the baldest and most transparent kind of a get-rich-quick swindle, promising investors ten per cent a month, or any other return that his exuberant fancy may dictate; or, for a modest consideration, he proposes to sell infallible tips on stocks or horse races; or he desires to market at ten cents a share mining stock that he will redeem at fifty cents a share a month hence. He has no difficulty whatever in discovering some bank that will accept his account, nor in finding some moral newspaper that will print his advertisements. Banks with every appearance of respectability have been known to lend themselves as references to the grossest of frauds. There are not many newspapers in the columns of which you will not find advertisements which even a detective would know to be swindles. The lottery business was carried on through thrifty express companies long after the Government had shut it out of the mails. It made a great stir when somebody pointed out that an important part of the revenue of the telegraph companies came from illegal pool-rooms and bucket-shops. But that was business. Only when the swindle comes to the postoffice does it run against an institution that will not accept its money and assist in the thieving. Perhaps Congress should investigate this.

—*Saturday Evening Post*.

PROTECTION FOR ANGOSTURA BITTERS.

Upon complaint of Messrs. Dr. J. G. B. Siegert & Sons, manufacturers of Angostura Bitters, an injunction has been issued by the United States Circuit Court, Northern District of Illinois, against Andrew McAnsh, Edward J. Dwyer and Albert F. Sauer, restraining them from manufacturing or selling any imitation Angostura Bitters, or any article under the name of Angostura Bitters, and from using the complainant's trademark "Angostura Bitters" or the word "Angostura" in connection with bitters. An injunction has also been obtained in the Supreme Court, Schenectady County, New York State, against Delia C. Hielbrunner and Ellsworth H. Cohen, who were handling counterfeit Angostura Bitters. J. W. Wuppermann, the agent of Angostura Bitters in the United States, has issued circulars to the trade warning dealers against handling any imitation or infringement of Angostura Bitters.

SEVENTY young women have been touring Europe this summer as the guests of the Cincinnati *Tribune*. The tour is the result of a voting contest recently held by the *Tribune* in which over fourteen million votes were cast, each vote being recorded on a coupon cut from a copy of the *Tribune*.

EVEN a fool will learn by his own bitter experience, but it is a wise man who profits by the experience of others.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

SPECIAL representative in East to handle business of EVENING BULLETIN, Honolulu. Write direct and state terms.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

A YOUNG man 25 years of age, of good address and business ability, wants to travel for a good firm handling a first-class specialty. Address "R. J. F., Dunellen, N. J."

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 308 Main St., Springfield, Mass.

FOR SALE—Six Monoline Typesetting Machines, will be sold low. Newspapers and printers write THE EVENING TIMES, St. John, N. B., for rock bottom prices for one or all.

CONCERNING TYPE—A Cyclopaedia of Every-day Information for the Non-Printer Advertising Man; get "typewise"; 64 pp., 50c. postpaid; agents wanted. A. S. CARNELL, 150 Nassau St., N. Y.

NEWSPAPER STOCK WANTED—The advertiser desires to purchase a valuable interest in an established daily, Republican or Independent. Address "C. J. M., Printers' Ink."

WANTED a thoroughly competent business manager for an established farm journal—one who will take a cash interest. Best Western territory. Fine opportunity. Address at once. "C. D. T.," 314 Karbach Bldg., Omaha, Neb.

EXCLUSIVE and highly original syndicate cuts for leading lines of trade, banks and real estate firms. No two systems alike. Advertising departments of daily newspapers should send for rates and specimens. P. O. BOX 88, Los Angeles, Cal.

WANTED a young unmarried job printer competent to solicit work for an old-established printing establishment. One from a weekly newspaper office preferred. Address "JOBBER," care Lyman D. Morse Advertising Agency, New York.

EXECUTIVE, CLERICAL, TECHNICAL AND SALESMAN POSITIONS—We want men immediately to fill hundreds of Executive, Clerical, Technical and Salesman positions, paying from \$1,000 to \$5,000 a year. If you are a high-grade man write for booklet and state the kind of position you desire. Offices in 12 cities. HAPGOODS (Inc.), Brain Brokers, Suite 511, 309 Broadway, New York.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. "PRINTERS' INK" is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 1467 Temple Court, New York.

Skillful Ad Man for Big Store or Manufacturing Business.

Well trained, capable writer and manager desires new position. Now and for several years in large retail and wholesale store. Wants position where merit, ability, integrity and results are recognized and rewarded; where future prospects are encouraging. Will consider \$50 a week with probable increase. Prefer location in East. "MILLS," care of Printers' Ink.

EVERY ADVERTISER and mail-order dealer should read **THE WESTERN MONTHLY**, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. **THE WESTERN MONTHLY**, 215 Grand Ave., Kansas City, Mo.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE. Circulation 17,500 (90). 233 Broadway, New York.

THE EVANGEL.

Scranton, Pa.
Thirteenth year; 30c. agate line.

ANY person advertising in **PRINTERS' INK** to the amount of \$15 or more is entitled to receive two paper for one year.

THE INDUSTRIOUS HEN, 617 Gay St., Knoxville, Tenn., is the South's leading poultry journal. Read by thousands, she brings her advertisers results. Subscription, 50 cents a year.

TWENTY grocers distribute food products to 10,000 consumers in Troy and Central Miami County, Ohio. The **RECORD** reaches 70 per cent of them. Only daily. One appropriation only necessary. Send for rate card.

CHATTREB'S CHATTANOOGA PRESS, Chattanooga, Tenn., 92,153 circulation guaranteed, proven; 350,000 readers. Best medium South for mail-order and general advertising. Rate, 10 cents a line for keyed ads. No proof, no pay.

ILLUSTRATORS AND ILLUSTRATIONS

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

PUBLISHING BUSINESS OPPORTUNITIES.

TWO Splendid foundations in New York For Great Special National Magazines, Both in desirable unoccupied fields. Require \$10,000 and \$100,000 capital. Push will multiply value of either without additional capital. Both are making money. Facts to responsible parties only.

EMERSON F. HARRIS,
233 Broadway, New York.

DISTRIBUTING.

A HOUSE-TO-HOUSE distribution in Wilmington, Del., will yield satisfactory results when distributed by J. H. HORNER, 600 E. Eighth St. Service guaranteed by Will A. Molten.

DISTRIBUTING through the agency of the Bernard Advertising Service in Ala., Ga., Miss., N. C. and S. C., was tested five years ago by a trial order for distribution by the Peruana Drug Mfg. Co.; now their books are distributed four times annually throughout the Southeast by the Bernard Agency. You can learn the particulars from CHAS. BERNARD, 1516 Tribune Building, Chicago.

PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. **THE BLAIR Ptg. CO.**, 514 Main St., Cincinnati, O.

Do You Need Printed Matter Of Any Kind?

I have secured the services of the brightest man in the advertising business to-day. I know what I am talking about and know my man. He is at your service if I do your printing. I print any or everything. I get up booklets and advertisements; or I will print a business card or a large catalogue. Kindly write me, if interested.

WM. JOHNSTON,
PRINTERS' INK PRESS,

10 Spruce St.,

New York.

CARD INDEX SUPPLIES.

THE CARD INDEX QUESTION will be quickly and easily settled by getting catalogue and price from the manufacturers. This means us. **STANDARD INDEX CARD COMPANY**, Rittenhouse Bldg., Phila.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave. N. Y. Medical journal advtg. exclusively.

GOLDEN GATE ADVERTISING CO., 3409-3403 Sixteenth St., San Francisco, Cal.

H. W. KASTOR & SONS ADVERTISING COMPANY, Laclede Building, St. Louis, Mo.

THE H. L. IRELAND ADVERTISING AGENCY Handles but one business of a kind. 325 Chestnut Street, Philadelphia.

CURTIS-NEWHALL CO. Established 1895. Los Angeles, California, U. S. A. Newspaper, magazine, trade paper advertising.

ALBERT FRANK & CO., 95 Broad Street, N. Y. General advertising agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWASEY, San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

DEVELOP this advertising field. It is most inviting. We can advise as to mediums, and how to use them. Write us. **THE DESBARATS ADVERTISING AGENCY, Ltd.**, Montreal.

ADDRESSING.

ENVELOPES, addressed for 75c. per M., wrappers 50c., from your own list. We sell the Standard Auto Addresser. Write us. **B. F. JOLINE & CO.**, 123 Liberty St., N. Y.

ADWRITING.

JOHN CUTLER, WRITER OF ADVERTISING. Box 2312, Boston, Mass.

IS your advertisement noticed? Is it read earnestly? Does it direct new business your way continuously? Let me get up for you advertising with "get up" to it. **A. H. O'CONNELL, Ad Factor**, 699 Lillie St., Elgin, Ill.

The Adwriter's Rule

gives

ADVERTISING FACTS

boiled down to the vital point for the busy merchant, and enables him, with his superior knowledge of the people's wants and questions, to prepare effective ads in less time. It gives all needed data about type, proofreader's marks, etc., and points out selling points of any article.

BY MAIL FIFTY CENTS

Send for folder

L. ROMMEL, JR.

61d Merchant St., - Newark, N. J.

COIN MAILER.

1,000 for \$3. 10,000 \$30. Any printing. Acme Coin Carrier Co., Ft. Madison, Ia.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. **THE KINSLEY STUDIO**, 315 Eway, N. Y.

TYPEWRITER RIBBONS.

TYPEWRITER ribbons re-linked for 4c. Directions, 10c. **EDWIN REYNOLDS**, Newton, Mass.

SUPPLIES.

CLOCK CARDS FOR TIME RE-
cord work; prompt delivery; reasonable prices.
"We pay the freight." Get estimates. LOUIS
FINK & SONS, Fifth St., above Chestnut, Phila.

NOTE HEADINGS of Bond Paper, 5 1/2 x 3 1/4
inches, with envelopes (laid p). 100 for 65c;
500 for \$1.10; 500 for \$1.50; 1,000 for \$2.50; 2,000 for
\$4.50; 5,000 for \$11.00. Send for samples. MERIT
PRESS, Bethlehem, Pa.

W. D. WILSON PRINTING INK CO., Limited,
2 of 17 Spruce St., New York. Sell more mag-
azine cut inks than any other ink house in the
East.
Special prices to cash buyers.

BERNARD'S Cold Water Paste is used regu-
larly by the following reliable firms: Califor-
nia Billposting Co., Los Angeles, California;
Busby Brothers, Marshalltown and Clinton, Ia.;
Chas. H. Fuller's Advertising Agency, Chicago,
Ill.; United States Press Clipping Bureau, Chi-
cago, Ill.; Home Railway and Signal Manufactur-
ing Co., Peoria, Ill.; American Cigar Co.,
Savannah, Ga.; Amsterdam Supply Co., New
York, N. Y. Write for free sample. BERNARD'S
AGENCY, 1616 Tribune Building, Chicago.

ADVERTISEMENT CONSTRUCTORS.

PERHAPS
a recent circular of mine, treating of the
possibilities of the "Follow Up Letter," might
interest you! If so I will gladly mail you a copy
of it-free, of course.
No. 47, FRANCIS I. MAULE, 402 Sansom St., Phila.

1,000 ADVTG. catch phrases, with a goodly
sprinkling of Jed Scarborough's advtg.
philosophy as suggestion and seasoning, makes
a snug booklet, pocket size, and some say
mighty handy for the advertiser who has that
empty feeling in his head when he sits down to
fix up copy. Price 5c; 5 copies for a dollar bill.
Address JED SCARBORO, 557a Halsey St., Brook-
lyn, N. Y.

BUSINESS LETTERS.
I write "follow-up" letters that are not a
bit like some that only "rile" me. Why should
a man who has not promptly responded to your
first effort at interesting him be antagonized
with a "Why-in-the-blankety-blank" don't you
send me your order-letter? Your only hope of
securing the further consideration of an in-
different correspondent lies in a tactful, self-
respecting presentation of logical reasons for
your claim that it would pay him to "look you
up." From data that any client can furnish I
am usually able to give him a satisfactory docu-
ment. I also write general business letters.
No. 46, FRANCIS I. MAULE, 402 Sansom St., Phila.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest
and quickest. Price \$12. F. J. VALENTINE,
Mfr., 178 Vermont St., Buffalo, N. Y.

ELECTROTYPER.

WE make the electrotypes for PRINTERS' INK.
We do the electrotyping for some of the
largest advertisers in the country. Write us for
prices. WEBSTER, CRAWFORD & CALDER 45
Rose St., New York.

NAMES WANTED.

Names Wanted. Voters' names in
any part of U. S.
Complete States preferred. C. BLOODWORTH,
"Plaza," N. Clark & North Ave., Chicago.

SPECIALIZED PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circu-
lation 17,500 (©). 23 Broadway, New York.

COIN CARDS.

\$3 PER 1,000. Less for more any printing.
THE COIN WRAPPER CO., Detroit, Mich.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circu-
lation 17,500 (©). 23 Broadway, New York.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circu-
lation 17,500 (©). 23 Broadway, New York.

TIN BOXES.

IF you have an attractive, handy package you
will sell more goods and get better prices for
them. Decorated tin boxes have a rich appear-
ance, don't break, are handy, and preserve the
contents. You can buy in one-half gross lots and
at very low prices, too. We are the folks who
make the tin boxes for Cascarets, Huylers, Vase-
line, Sanitol, Dr. Charles Fleisch Food, New Skin,
and, in fact, for most of the "big guns." But we
pay just as much attention to the "little fellows."
Better send for our new illustrated catalog. It
contains lots of valuable information, and is
free. AMERICAN STOPPER COMPANY, 11
Verona Street, Brooklyn, N. Y. The largest
maker of TIN BOXES outside the Trust.

PAPER.

BASSETT & SUTPHIN,
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect
White for high-grade catalogues.

POST CARDS.

HALF TONES made from photographs of ho-
tels, local views, business buildings, etc.,
suitable for printing on post cards. Also print
post cards. Prices and samples furnished.
STANDARD, 61 Ann St., N. Y.

FOR SALE.

600 NAMES, residents of Cass county, Iowa,
for sale; a limited number; \$1. E. P.
CHASE, Atlantic, Iowa.

\$1,000 TAKES one-third interest in daily
paper and weekly paper; town 8,000.
Good job department. Excellent proposition.
Interest carries position as manager. Address
"G." care Printers' Ink.

Hoe Press

FOR SALE.

3-Deck straight-line Hoe Web-
perfecting Press in perfect condi-
tion. Prints 24,000 per hour of
either 2, 4, 6, 8, 10 or 12 pages;
20,000 per hour of 16, 20 or 24
pages, seven or eight column
paper. Complete with up-to-date
stereotyping outfit.

Also router and trimmer; 35
H. P. electric motor; one motor
generator and four individual
Linotype motors.

JOHN T. LANDIS,

Nashville, Tenn.

Care of Landis Banking Co.

BOOKS.

"POINTS FOR PRINTERS." 25c. by mail. Nothing better for Printers, Advertisers, Mail-Order Men. W. M. L. BLOCHER, Dayton, O.

PATENTS THAT PROTECT—72 p. book mailed free. R. S. & A. B. LACEY, Patent and Trade-Mark Experts, Washington, D. C. Established 1869.

CARDS.

POST CARDS of every description are made by us. We ship to all parts of the world. Particulars on request. U. S. SOUVENIR POST CARD CO., 1140 Broadway, N. Y.

HALF-TONES.

PERFECT copper half-tones, 1-col. \$1; larger 10c per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1; 4x5, \$1.50. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each, Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 815, Philadelphia, Pa.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 33d issue now ready; free. S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

POSTAGE STAMPS.

U. S. or Canadian; ship c.o.d. R. E. ORSER, broker, R. 6, 94 Dearborn St., Chicago, Ill.

IMITATION TYPEWRITTEN LETTERS.

IMITATION Typewritten Letters, "Small Quantities at Small Prices," 100, 50c.; 500, 95c., 300, \$1.25; 500, \$1.95, prepaid. Write for booklet and specimens. HOPKINS CO., 1 E. 42d St., N. Y.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. WALLACE & CO., 29 Murray St., New York. 1319 Fontaine Bldg., 358 Dearborn St., Chicago, Ill.

TRADE JOURNALS.

HANDWARE DEALERS' MAGAZINE. Circulation 17,500 (©). 233 Broadway, New York.

"REAL ESTATE" Amsterdam, N. Y., circulation 3,000. for real estate dealers and owners; \$1 a year; names of buyers each month.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 35c com, 3 samples, 10c. J. C. KENYON, Owego, N. Y.

CRYSTAL Paper Weights with your advertisement, \$15 per 100. Catalogue adv. novelties free. ST. LOUIS BUTON CO., St. Louis, Mo.

NEW lines of syndicate cuts (no two systems alike) that are selling well in old territory. Experienced local or travelling agents wanted. P. O. BOX 86, Los Angeles, Cal.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

One Dollar a Pound

There is no job ink ever manufactured that I will not duplicate for One Dollar a lb., except it is a Fine Purple, a Carmine or a Bronze Red, and these I will match for Two Dollars a lb. My sample book contains one hundred and twenty-five specimens of my best selling inks, and I defy any printer or ink-man to produce a better printed job. Copy of same will be sent on application, If you have a difficult shade which your ink-man was unsuccessful in matching, send it to me as a trial order, and if I don't hit it on the first attempt I will refund your money. Don't be bashful about the size of your order, as I fill a $\frac{1}{4}$ -lb. can as cheerfully as I would a barrel.

ADDRESS

PRINTERS INK JONSON,

17 Spruce Street,

NEW YORK.

A Word About Printing

If your requirements are met by the work of the ordinary around-the-corner job printer, we have no hope of interesting you in our proposition.

If you believe that the printed things representing you should be high class and distinctive, then we appeal to you for a hearing.

It is even more important that your booklets, folders, catalogs and other printed matter be properly prepared than it is that your advertisements in magazines or other periodicals be beyond criticism—the former are your personal representatives, and are designed to get closer and clinch the business.

The Ethridge Company is in a position to offer you the services of an organization of writers and artists, famous for their work in behalf of exacting customers—those demanding originality of ideas, effective illustrations and a method of expression that carry conviction and produce results.

When these elements are embodied in the right kind of printing, the purpose of printed things in these strenuous days is accomplished—otherwise it fails.

Our prices are the same as those charged by other good printers, plus a fair equivalent for those essentials that add several hundred per cent to the value of printed things.

THE GEORGE ETHRIDGE COMPANY,

Thirty-three Union Square, New York City.



One Minute Wasted

may mean the failure to put through a big deal. At such a time you cannot afford to waste a moment's time searching through a bulky telephone directory for an oft used name. At such a time the trifling cost of the

Automatic Telephone Card Index

fades into insignificance when compared with the valuable saving of time it effects. Contains sufficient space to insert names of 170 concerns. Names alphabetically arranged in a handsome aluminum case. May be attached to any telephone in a moment's time. Cards quickly and easily removed. **A most attractive and appropriate article to be used as an advertisement and presented to customers.** We print your name and business on one or both sides as desired. Special low price in quantity.

Cards plainly indexed. To locate a name, pull down proper card. When through simply release, and it automatically returns to its place. Names screened from curious eyes. Weighs four ounces, sample index, post-paid to any address; **price 50 cents.** Money refunded if not satisfactory.

AUTOMATIC CARD INDEX COMPANY,

Dept. P. 1. 327-331 Bleecker Street, Utica, New York.

BUSINESS AND STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Editor Business and Store Management, Printers' Ink Publishing Co., 10 Spruce St., New York.

Some of us know shoe terms well enough to make the salesman understand which of the twenty-five or fifty styles in the window we are interested in, but more of us don't. Those of us who don't, either call him out on the sidewalk and point out the particular style that appeals to us, or more likely, give it up as a hard job. The former course is easy enough, but a good many people will not take the trouble and the window defeats its own purpose. No doubt the same thing is true of other lines—clothing and hats, for instance, where there are two or more garments or hats of similar pattern or shape in the same window. Sometimes the price will serve as an identification, but very often the prices are even more alike than the goods.

It's a good idea in all such cases to give each style or pattern a distinctive and easily pronounced name, on the price card itself or on a separate card if you like. But with shoes, it is, perhaps, better to distinguish them by numbers as the Walk Over Shoe Store does in its window on Broadway, near Twenty-eighth street, New York. In that window each shoe, no matter how few are shown, bears a little card reading either "Ask to see style 10" or "This is style 21" or just "Style 23." Whatever the wording, the style number is there, and when a man sees a shoe that he likes he doesn't have to take a mental photograph of it to carry inside to the salesman. He simply walks in and says he wants style 21, or whatever it may be. That saves time for both salesman and customer, and the customer's appreciation of the convenience is no small factor in effecting a sale.

* * *

I wonder how many merchants

realize the ease with which profitable side lines may often be added with little or no investment and at small cost in counter or shelf space. Such side lines, when in keeping with the regular lines handled, ought to make good "feeders" for the business as a whole, and in that way pay an indirect profit perhaps as large in some cases as on the side line itself. For instance, in every town of any size there is a demand for good home baking—a demand which can be considerably increased by such baking and a little good advertising. The regular baker often supplies what he calls "home made" goods, but sometimes the name constitutes practically the only difference between his "home made" and his regular product.

Right there is an opportunity for somebody who runs a good, clean grocery or vegetable market to make some extra money with very little trouble or expense. Probably among the grocer's regular customers are from one to half a dozen women who are famous in their own neighborhoods for their excellent baking, and whose fame may be spread all over the town by good advertising. Some one of those women will be glad to add to the family income or to her own pin money by baking for an appreciative public. She needn't put in a whole bake-shop equipment at first. The start may be made with bread—"Mrs. Hallock's Home-Made Bread," or whatever the lady's name may be—and after the bread has justified the experiment, doughnuts may be added; then pies and cakes, and so on, developing the business along the easy lines that call for investment only sufficient to keep pace with the demand. Let the grocer get the exclusive right to sell "Mrs. Hallock's products in

his town, and then advertise that it or its equal is not to be had elsewhere. It should command a little better price than the regular product of the professional baker, and it very readily will if it is really better. Regular customers will order it when giving their grocery orders rather than go to the baker's. New customers will come for the home baking, and if it's good enough to bring them back after more they're likely to leave a small grocery order after a few calls, and finally to transfer their entire grocery trade to the store that made their acquaintance through "Mrs. Hallock's Home Made Bread." And so there are profitable side lines for most every business, though perhaps this is one of the easiest and least expensive to handle. There is just one danger that must be kept in mind, and that is the possibility of overdoing the thing of neglecting the regular line and attempting to do a department store business by handling a little of everything without a really good stock of anything.

* * *

To that old saying, "All is fair in love and war," some merchants have added "and business;" and with that as a justification have proceeded to trade on the reputation of others in all sorts of unfair ways. The United Cigar Stores Company put on the market sometime ago a cigar known as the Benefactor. So far as my uneducated taste in cigars can determine it is a very good cigar, as five cent cigars go, and I know smokers who seem to prefer it to cigars of higher price. However that may be, its sponsor has spent a lot of money in popularizing that particular brand and no doubt has created a wide demand for it. On 116th street, near Eighth avenue, New York, is one of the United Cigar Stores, where these cigars are sold, and a few doors below it is a store of the Edwin Cigar Co., a small competitor with three or four stores in New York. In the window of this particular Edwin store, and the most conspicuous thing in the

window, is a large card, which reads like this:

RUA BENEFACTOR?

We sell the original
Non Plus Ultra for

3c:

Warranted Imported Sumatra
Wrapper, Havana Seed Filler.
The Standard 10c. Cigar claimed
by the Largest Retailers in the
World. 6 is the limit. We sell
no more than 6 to One Customer
"Get Acquainted."

On each side of the figure three are three of the Non Plus Ultra cigars bearing that name on their brands, but the things that predominate the whole card are the word "Benefactor" and the "3c," both of which are much larger than the other words or figures, having the same relative proportions as in the reprint above. Whether the methods of the United Cigar Stores Company are fair or unfair has nothing to do with the case. Were they clearly unfair, it would still be wrong for a competitor to appropriate to his own use, even by indirection, the name of a cigar which that company has liberally advertised. That the card in the window was intended to mislead is pretty clearly shown by the fact that, less than an hour before this writing, I went into the Edwin store, asked for "Three of those Benefactor cigars" and took them from a box of Non Plus Ultras which the clerk extended to me without a word of explanation. I have no particular regard for the "Tobacco Trust," as the United Cigar Stores Company is generally known, but I have a standing quarrel with the man who tries to profit unfairly by another's efforts. Of course, things like that come home to roost all right in due time, but meanwhile irreparable damage may be done to the sale of the branded article, whose name is used to sell something which is almost invariably inferior. I believe that in this particular case the Edwin people will be the only ones to suffer, for there can be but very few who will not dis-

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cover the difference between the two cigars, if they do not first discover the optical delusion in the window card. If not for the sake of common honesty, be fair just for the sake of common decency and common sense. No merchant can have a better asset than the confidence of the public, and no merchant can win or hold that confidence by anything that even looks like misrepresentation. Going back to the window card again, and to the Edwin catch phrase "Get Acquainted," it strikes me that this is not a particularly happy introduction; especially if, as is often said, "First impressions are most lasting."

* * *

"Bucking" the "Five and Ten Cent Store" that is in competent hands, along its own lines, seems to be a profitless proposition; still I do not think that the dealer who has had any considerable trade in these lines should surrender it without some sort of a fight. The dealer who does not depend entirely on that sort of trade can afford to cut his profits on five and ten cent goods away down close to the vanishing point, just for the good advertising it will make; and a store of any size can well afford to establish five and ten cent counters without much regard for profits. In every such store there will be articles, ordinarily selling at higher prices, that have not moved readily—not ruff-raff or fourth-rate stuff, but goods that haven't happened to hit the popular taste. Such an article, selling regularly at twenty cents or even a "quarter," will present an entirely different aspect on the ten cent counter and can often be sold at that price with less loss than if held for an annual or semi-annual slaughter—perhaps at no loss at all. It will, at the same time make a bigger value than the ten cent store is likely to produce in its regular line. If there are not enough of such goods to make a respectable showing, it is easy to pick up enough odd lots and "jobs" to fill up the stock and to match up the regular five and ten cent store offerings if sold on

a very close margin. But be careful to not let the tail wag the dog—to give to the little end of your business the time and attention that belongs to the big end. Don't let your five and ten cent counters look like junk heaps—keep them clean and well arranged, for there is nothing which so quickly shows neglect as a lot of small articles thrown together indiscriminately and allowed to collect dust and dirt.

NOTES.

A FOUR-PAGE folder from the Broadway Publishing Co., 835 Broadway, New York, gives in brief space an interesting glimpse into a book of epigrams entitled "Philosophy and Froth," by Florence James Rosse. A good novelty to slip into the pages of other books.

A HANDSOME, convenient catalogue of millinery and milliner's materials comes from the Samuel Arch Company, Cincinnati. Its illustrations are excellent, and the company furnishes to its customers electrotypes of any picture for use in local newspaper advertising.

A BOOKLET on real estate investments from the Union Real Estate Investment Co., Harrisburg, Pa., sets forth briefly some facts about the stability of that city and the company's methods of investment. Its object is to sell stock and later to sell homes to its stockholders. A circular letter with the booklet makes it more effective in appearance.

THE latest book of newspaper cuts for the use of retailers sent out by the Meriden Britannia Co., Meriden, Conn., gives not only a larger selection than previous electrotypes catalogues, but a greater range in sizes, shapes and articles advertised. The jeweler who cannot use this material to advantage would hardly be in a position to produce better copy on his own account.

SEVEN chimney pieces of different periods are shown in a fine booklet from Sharpless & Watts, Philadelphia and New York. They are Elizabethian, Classic Georgian, New England Colonial, Robert and John Adams (1760), Henry II, Francis I and Louis XVI. Brief notes about each, with some general remarks about the essential principles of this feature of the home, make up a booklet with atmosphere.

Two new catalogues of miscellaneous cuts come from the Spatula Publishing Co., Sudbury Building, Boston. This concern sells electrotypes from a large collection of stock advertising cuts, some of them of the familiar cheap type so common a few years ago, but others of good design and originality. One of the catalogues, called the "Spatula Beauty Book," is given up wholly to fine half-tones of women,

READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

161 Fentiman Road,
LONDON, S. W., England.
August 11, 1905.

Editor Ready Made Department:

DEAR SIR—I shall be glad if you can kindly find room in your valuable paper, for publication and criticism of the two advertisements attached herewith.

My reason for asking this is because I want to know if I am on the right track as regards style.

I await with great interest the receipt of the Little Schoolmaster each week, and must say I always find it extremely interesting, and of very great assistance to me.

The articles entitled "Forty Years an Advertising Agent" are allright—keep them going.

Yours very truly,
W. G. CLIFFORD.

PRINTERS' INK is always glad to hear from any of its many good friends across the water, and particularly so when the communication is accompanied by advertising points or specimens that are likely to benefit those who look to the Little Schoolmaster each week for assistance.

The two dental ads sent by Mr. Clifford seem to indicate that he is on the right track. They are not radically different from some dental advertising that has been done in this country but are sufficiently above the average to attract favorable comment anywhere. The one reproduced below, which is the better one of the two, makes a point that is too often overlooked and too little emphasized in dental advertising generally, and that is, the effect of bad teeth on the health. Of course, the headline on this ad might stand as well for a patent medicine, but it brings out the point the ad is intended to make and the other display lines indicate at a glance that it is a dentist's announcement:

HAVE YOU DYSPEPSIA?

And have tried various remedies without effect? Never blamed your teeth for this, did you?

In nine cases out of ten your teeth are responsible for this trouble!

If they are unsound, you cannot masticate your food thoroughly, and put it into proper condition for entering the stomach. Consequently your stomach is strained, and acute indigestion follows, with its attendant evils.

By restoring your teeth to normal condition, we can free you from this disease. No matter how badly they are decayed, or broken, we can build them up. Even if only stumps remain.

We make a specialty of repairing neglected teeth.

Call and have your teeth examined now. If they don't require attention, so much the better for you, and you have the satisfaction of knowing this.

All advice is gratis.

If they do want attention, we place one of our Dental Experts at your disposal—a man who is a specialist in his own branch of business.

All work guaranteed.

Gold Crowns.....	from \$5.00
Gold Fillings.....	from 1.50
Silver Fillings....	from 1.00
Amalgam Fillings.....	from .50

ENTERPRISE DENTAL COMPANY,
260 Moorgate Street, London, E. C.

Kinner Is One of the Most Enthusiastic Advertising Druggists that I Know, and He Writes Good Stuff.

A Removed Corn

We could hardly blame a man for his enthusiasm the other day when he showed us a corn as large as a dime which he had removed from the bottom of his foot with Kinner's Corn Cure, with only four applications, too! If you have ever had even a little corn, you can realize what a load of pain that removal lifted.

No matter how big your corn is just apply Kinner's Corn Cure a few times and you will find immediate relief without pain or poison and little trouble.

25c. a Bottle.

KINNER & BENJAMIN,
Druggists,
173 Main St.,
Danbury, Conn.

WM. E. EVANS,
Florida Real Estate—Middle Northern
Florida.

MONTICELLO, Jefferson Co., Florida.
Editor Ready Made Department:

DEAR SIR—Some local parties have concluded to use the resources we have in this section in the shape of hard woods and, as one of them had patented a very desirable wagon, they concluded to establish a factory and to manufacture wagons on a large scale. They are now ready for business and requested me to write an advertisement and write-up for them for insertion in the local paper, and I beg to hand you herein my effort along these lines.

One of the points I wanted strongly brought out, and which I think the setting does not do, was that a new medium—different from the wholesaler, retailer or other seller, was offering the public a wagon—i. e. a Factory. The home-made point is made fairly strong, and it is thought the invitation to visit the factory (and there show everything connected with the wagon—especially its strong points) confirms our claim of superiority—space not allowing the going into details in this particular.

I would be very pleased to have your criticism of the advertisement and also of the write-up and, thanking you in advance for attention, I am,

Very truly yours,

W. E. EVANS.

I am sorry to have to say that both ad and reading notice are weak. Both assert unquestionable superiority in the product of Perkins and Berry, without naming a single point in which it is better than others. Certainly there was room to mention at least one of those points, then others could be taken up in later ads till all were covered. As the matter stands, the only impression remaining with the reader is that the wagons are home made (which is no proof of merit) and that they are sold direct from the factory (which may or may not effect the price). The mere assertion that they are better than can be had elsewhere counts for little because it is a common claim and, in this case, is unsupported by argument or reasons.

The wagon ought to have a name, too—say the "Monticello," or the "P. & B.," or some name

to distinguish it from others. And then let the ad start right off with an invitation to:

COME OVER TO THE FACTORY AND SEE THE MONTICELLO WAGON—

see what it's made of, how it's put together, why it's a better wagon than you can get elsewhere. Notice the difference between "Monticello" axles and others—the depth of the body and the kind of stuff that's in it. Take a look at the wheels—see how the spokes have a never-get-away grip in the hub and felloe. Compare the "Monticello" in every way with the wagon you've always considered best and see how quickly they'll change places in your estimation. And remember that it's Monticello workmen and Monticello money that build the Monticello Wagon.

HOME MADE—STRAIGHT FROM OUR FACTORY TO YOUR FARM AT ONE SMALL PROFIT.

With some knowledge of the wagon's real talking points, it should be easy to write a much better ad than the one above, which was somewhat hurriedly done, but which I submit as an improvement over the original as here reproduced:

THE WAGON FACTORY OFFERS TO THE PUBLIC

A Home Made Wagon.

A wagon better than can be had elsewhere. This is a strong claim, but we stand ready to prove it.

Call at the factory and see the wagons made from start to finish, and if a wagon, either one or two horse, as needed, we will get the order.

PERKINS & BERRY,

Wagon Manufacturers. Factory: Waukeenah Road & Washington St.
Monticello, Florida.

*The Average Jeweler Does Too Little
of This Sort of Advertising. From
the Pittsburg (Pa.) Dispatch.*

Loving Cups

Special designs for Golf and Tennis Prizes and Cups designed for all special events.

Dainty small cups for Euchre, Whist, etc.—or for Children's Affairs—and all other Gift uses.

HARDY & HAYES CO.,

Jewelers,

213-215 Fifth Ave.
Pittsburg, Pa.

The Epidemic of Things Named After Japan's Victorious Admiral Has Set In, and We Shall Soon Smoke the Togo Cigar, Drink the Togo Cocktail, Eat Togo Breakfast Food and Wear Togo Togs. From the Reveille Echo, East Palestine, Ohio.

Try "Togo"

The new fountain drink. The greatest drink on earth for stomach and nerves.

Prescriptions carefully compounded day or night.

Yours as ever,

J. M. HARTFORD PH. G.
Phone 27. Hartford Block.
East Palestine, Ohio.

If a Shoe that's "Slashed" is a Little Off in Style or Any Other Way, Say So. Don't Disappoint People. From the Leavenworth (Kan.) Times.

Last Call 89c.

Hand-turned and welt-sewed shoes and oxfords.

Ladies' Tan Oxfords, sizes 2 to 4, some pointed toes, others medium, and a few wide toes, sizes 2 to 4 width A to O, variety of heels and toes. These shoes sold regularly from \$2 to \$3 and are strictly high-grade footwear a little off in style, but well-made, sensible Shoes for the house wear. If your size is here they will cost you per pair, 89c.

SALINGER SHOE CO.,

The Price Slashers,
406 Delaware Street.
Leavenworth, Kan.

From the Indianapolis (Ind.) Sentinel.

Pure Distilled Water For Home Use

Your physician will tell you that city water is seldom fit for drinking purposes. City wells are often contaminated. The water we furnish is pure spring water which is first distilled and then filtered through rock.

10c. per gallon delivered to any part of city.

WATER WAGON DISTILLED WATER CO.,
206 N. Capitol Ave.,
Indianapolis, Ind.

Here's a Good Savings Bank Ad from the Daily Texarkanian, Texarkana, Ark.

Here's Straight Talk to Working Men.

It's a mighty good thing to have money in the bank when dull times come, when the mill is shut down for repairs—when you're out of work for any reason. Suppose you "put away" a few dollars every week or month—deposit with us, and get not only your "money back" but 4 per cent interest as well. Worth thinking about, isn't it.

Start it now at the Savings Department of the MERCHANTS' & PLANTERS' BANK.

Capital \$100,000. Surplus and Undivided Profits \$15,000. The Oldest Savings Bank in Texarkana.

A Tip for Other Lighting Companies Who Have a "Giant Stack." From the Houston (Tex.) Daily Post.

HAVE YOU SEEN OUR NEW Giant Smoke Stack

190 Feet High—10½ Feet in Diameter.

That Stack is for your own use. Designed for smoke—the smoke of Houston. Use Electric Lights and your ceilings and stock of goods will not be smoked up. We take the smoke all out at our plant and leave you the cleanest, brightest, cheapest and most convenient light to be had.

HOUSTON LIGHTING AND POWER CO.,

620 Main St. 'Phone 71.
Houston, Texas.

A Good Kind of Advertising for Any Business College That Can "Make Good." From the Springfield (Mass.) Union.

Wanted

Any graduate of the Springfield Business School out of a position to notify me at once. I can place you in a position. Short-hand writers must pass test. B. J. GRIFFIN, Principal.
Springfield, Mass.

It's a Good Idea to Have Good Reasons for Radical Reductions in Prices and to Tell What They Are as in This Excellent Introductory from Filene's Ad in the Boston (Mass.) Traveler.

Friday is Mark-Down Day

Every Friday we close out at one-half the former prices.

1. Lots which cannot be replaced.

2. Lots of which we have not all sizes.

3. Lots which, for some reason or other, do not sell quickly.

4. Models and single pieces which have served their purpose.

It will pay you to shop at Filene's every Friday, as almost every section of our two stores offers one or more extraordinary lots.

Some of this week's Friday "mark-downs" follow. In order not to disappoint late shoppers, we give the exact quantity on hand in parenthesis at the left of each item.

(Items and prices followed here.)

FILENE'S,

445-463 Washington St.,
Boston, Mass.

The Hat Section from Kaufmann's Big Ad in the Pittsburg (Pa.) Leader.

The First Shiver

Many a man put on a vest Tuesday morning for the first time in six weeks. Verily, Fall is coming. Here's another indication: To-morrow we give the men of Pittsburg a first pick from an advance shipment of Fall hats that came in a full month ahead of orders—derbies and soft hats, in the correct coming styles—the same hats we will make our leading \$1.50 line in September.

The Derbies are a rich black and a deep nut brown, with crowns 5½ and 5¾ inches high, and brims from 2 to 2¼ inches wide, so as to meet the exact needs of heads variously shaped.

The Soft Hats come in pearl, mouse, beige and black. The "Get-acquainted" price on this lot of Fall hats to-morrow—and to-morrow only—will be, 95c.

KAUFMANN'S,
Pittsburg, Pa.

As Good As It Is Unusual. From the Arizona Republican, Phoenix, Ariz.

Insurance Value of the Eyes

The accident insurance policy that yields \$5,000 in case of death provides an indemnity of \$2,500 for the loss of both eyes.

This means that a blind man is practically half dead.

Guard your eyes with due care. Too many have put off giving them attention until it was too late to be benefited. If anything is the matter with them that glasses will help or cure, we will tell you so. Consult

DR. E. MUNSON,

118 W. Washington St.,
Arizona's Leading Optician.
Phoenix, Ariz.

Might Be An Indirect Way to Sell a Good Many Pictures. From the Binghamton Leader.

Pictures Framed Free

This month only. Time is growing short. We charge you for Moulding and Glass, absolutely no charge for labor of making. We have put up more than 600 pictures for the past month at this reduced price. The largest Picture, Paint and Wall Paper store in Binghamton.

C. W. HAWKES,

168 Washington St.,
Binghamton, N. Y.

Here's a Good One from the San Francisco News Letter.

Light as Day

Residents of Presidio Terrace will enjoy the same security at night as they have during the day. The Terrace will be brilliantly illuminated; in addition to which it will be patrolled all night. Houses and their contents will be as safe when their owners are at the seaside as when they are at home.

Send for illustrated booklet.

BALDWIN & HOWELL,
25 Post St.,
San Francisco, Cal.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The article shown in the advertisement marked No. 1 is not a powder puff nor something new and dainty in the way of silverware. On the contrary it is a bass bait, which the patient investigator may discover is made by the

poses than this black and white hodge-podge.

This Sel-on-Site advertisement is selected from a number of good things used to advertise a kitchen requisite made in Denver. Some of the examples submitted are superior to this but are not of a character suitable for satisfactory



No.1

Worden Buck Tail Bait Co., of South Bend, Indiana. It is quite possible, even in so small a space, to show this article clearly and satisfactorily—as in No. 2 for instance. There is just one way to show it in a manner which renders it almost totally indecipher-



No.2

able, and the genius who concocted the original advertisement hit it the first time trying. If he were to labor for weeks he could not produce anything more totally useless for advertising pur-



reproduction. In the original this was a street car card in colors. All this advertising is characterized by much cleverness in style and wording. Many catchy little rhymes are used and in all cases the text, while brief, is very much to the point.

A half page magazine advertisement of Mr. Fay E. Roberts is reproduced herewith just to show what can be done by a man who really puts his mind on a thing. It will be noted that Mr. Roberts is so proud of this effort that he has copyrighted it, so that no one else can use it, and the artist

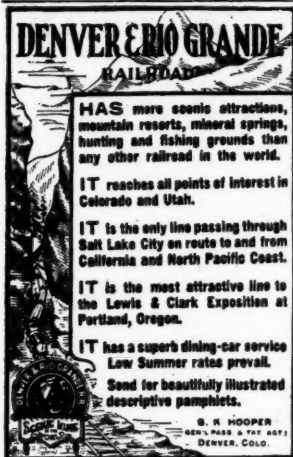


is given his share of the glory by having his name printed on it. There is no way of telling what this advertisement is all about,

but some of the signs on the rocks and boards would seem to indicate that it has some more or less remote connection with the insurance business.

* * *

"Scenic attractions" of the Denver & Rio Grande Railroad are undoubtedly great, but this advertisement hardly does them justice. A few assorted mountains, a canyon several miles deep and a whole train of cars should have at least a full page in which to properly display themselves. This was a quarter page magazine advertisement. The copy is excellent and the picture is very bad.



DENVER & RIO GRANDE RAILROAD

HAS more scenic attractions, mountain resorts, mineral springs, hunting and fishing grounds than any other railroad in the world.

IT reaches all points of interest in Colorado and Utah.

IT is the only line passing through Salt Lake City en route to and from California and North Pacific Coast.

IT is the most attractive line to the Lewis & Clark Exposition at Portland, Oregon.

IT has a superb dining-car service. Low Summer rates prevail.

Send for beautifully illustrated descriptive pamphlets.

S. K. HOOPER
GEN'L PASS & TKT AGT.
DENVER, COLO.

It has absolutely no artistic merit and is as dreary, dull and uninviting as a picture could possibly be. Now, if there is any excuse for a picture in a railroad advertisement it is to attract and tempt the beholder, otherwise there could be no excuse for the picture. Illustrations which do not fulfill this requirement are not only a waste of space but they defeat the purpose for which they are intended. The standard of railroad advertising—particularly the illustrations—is very high at the present time and those who do not measure up to it necessarily suffer on the comparisons which are sure to be made.

RICH DIVIDENDS.

LIBERTY, N. Y., Sept. 6, 1905.

Editor of PRINTERS' INK:

Discontinue my advertisement in your journal after the issue of this date. The quality of inquiries traceable to PRINTERS' INK has been exceptionally high, and the returns have been good. So good that the gross dividends on the investment in your space total 775 per cent.

I am an engineer by profession as well as an adwriter, and I have just had an offer that makes adwriting seem unattractive. Therefore I shall take up construction work again, and though I shall not be in the market for space in your advertising columns, I shall doubtless continue to profit a little each week by the sound advice that crops out everywhere in your editorial policy.

Respectfully,

ERNEST C. WHITE.

A RUMOR DENIED.

SCOTT & BOWNE,
Manufacturing Chemists,
409, 411, 413, 415 Pearl St.

NEW YORK, Sept. 8, 1905.

Editor of PRINTERS' INK:

We would thank you to deny, in your next issue, the unfounded rumor that the advertising of Scott's Emulsion is now being placed through the C. E. Sherin Agency. This business will continue to be placed direct, as it has in the past. Yours truly,

SCOTT & BOWNE,
E. P. Fredericks,
Manager Advertising Dept.

STUPID MAN.

I would like to talk to L. C. Smith," came over the phone to the telephone exchange girl at the St. Francis.

"There is no lady by the name of E'sie Smith in the hotel," replied the demure hello girl.

"You don't understand, I want to talk to L. C. Smith."

"And I have just told you that we have no Elsie Smith. The only Smith we have is L. C. Smith."

"Well, that's the fellow I want."

"Well, why didn't you say so in the first place?"—*San Francisco Chronicle.*

PURGATORY.

Mrs. Scribbler—Whatever you do, never marry a newspaper man.

School Chum—Why not?

"I married one, and I know. Every night my husband brings home a big bundle of newspapers from all over the country, and they almost drive me crazy."

"The newspapers?"

"Indeed they do. They are just crammed with the most astonishing bargains in stores a thousand miles away."—*Canadian Bookseller, Toronto.*

A BOOKLET from the Wicoppee Kennels, at Riverton, N. J., is not very neatly printed, yet seems to have an element of attraction in its pictures of St. Bernard dogs, in which the proprietor, H. L. Van Wyck, is a specialist. These win attention and sympathy as quickly as pictures of children—at least among dog-lovers.

Great Days for "The Item."

REMARKABLE SUCCESS OF THE ONLY REPUBLICAN
EVENING PAPER IN PHILADELPHIA.

REPUBLICAN MAJORITY 150,000 LAST FEBRUARY.

Monday, Sept. 4	203,600	Thursday, Sept. 7	219,700
Tuesday, Sept. 5	218,500	Friday, Sept. 8	231,400
Wed'day, Sept. 6	224,100	Saturday, Sept. 9	282,500
		Sunday, Sept. 10	327,500